

LANCASTER DOWNTOWN INVESTMENT DISTRICT AUTHORITY
September 22, 2010

Quorum

Meeting called to order at 12:00 noon by Chairperson, Dennis Cox.

Members present: Mike Abel, Harold Miller, Nancy Neff, Randy Patterson, Bob Ramsay, James Wagner, Andrew Weikert.

Staff: Lisa Riggs, Executive Director
Solicitor, Bill McCarty
Cheryl Kieffer, Administrative Assistant

Introduction of Public Guests

Bernie Harris, Lancaster Newspapers; James Weikert (son of Andrew).

Approval of Minutes of the July 28, 2010 Meeting

Motion by Nancy Neff, second, Randy Patterson, to approve the July 28, 2010 minutes. Motion approved.

Financial Reports – July and August

Motion by Harold Miller, second, Jim Wagner, to approve the financial statements for July and August and **motion by Bob Ramsay, second Harold Miller** to approve checks #2575 through #2634 on the Fulton Bank account for the months of July and August. Motions approved.

New Business

Mr. Cox noted that two board members, Mr. Wagner and Mr. Weikert have terms expiring at the end of 2010. Both have expressed a willingness to continue service on the Board. Ms. Riggs clarified that both members came on to the board filling unexpired terms in 2008. **Motion by Randy Patterson, second, Nancy Neff, to approve the renewal of 5-year terms for Mr. Weikert and Mr. Wagner. Motion approved.** Mr. Cox noted that he will forward a letter to Mayor Gray requesting City Council approval of the term extensions.

Discussion ensued on the subject of filling the vacant board position with a retailer or merchant who resides in the City. Mr. Miller stated that the Nominating Committee procedure will be taken up at the November meeting as will the 2011 Slate of Officers. Ms. Riggs told the board that at the September Retail/Merchant Committee she requested any interested persons contact her or the DID office if they desire to serve on the DID Board. No responses have as yet been received. All members agreed that having a merchant representative is desirable.

Downtown Lancaster Brochure – Marshall Snively

Mr. Snively told the board that in May of this year, Moxie House advised him they will no longer be producing the Downtown Lancaster Brochure in its current form as they have lost money on it and the effort is no longer consistent with their business plan. As a result, there has been an opportunity for other vendors to evaluate producing this piece. Surveys were sent to 200 Downtown merchants and 50 responses were received regarding what they wanted for the brochure to be successful.

Mr. Snively outlined the process the committee went through to engage merchants and to clarify the brochure processes and specifications to interested vendors. Although it was not a formal RFP, Aurora Creative and Lancaster Newspapers attended several meetings and presented their proposals. Moxie

House reconsidered participation for a period but ultimately withdrew before the final decision making occurred. Ultimately, merchants voted by paper ballot at the August meeting with the outcome being the selection of Aurora

Creative to produce the brochure. It was noted that Carol Aubitz of Aurora Creative had produced the Downtown Brochure from 2000 to 2007. In response to questions from Board members, Mr. Snively noted that the DID will not fund the brochure but will provide assistance with sending emails and providing labels if needed.

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Other Business - DID Advocacy Policy

Mr. Cox stated the DID has been asked to bring our influences to bear on specific issues, such as the South Square Project and Saturday metered parking. Members recounted that the DID has not played a major advocacy role lately, noting that it did issue statements on the HACC and the Convention Center. Ms. Riggs circulated the JSID Public Advocacy Statements Guidelines and Review Process document as an example of a policy. Some suggestions were to get input from property owners as the DID is a taxing entity, to develop a mission statement for the DID, and a concern was voiced on the advisability of a split opinion, or a general consensus by the board on issues coming before it. Ms. Riggs added that we need a set of criteria and a written position, as we don't have an endorsing process in motion. Solicitor McCarty told the Board there were no legal issues involved, as it is a public, not legal issue. There was consensus by the Board that a policy would be helpful, although there was also caution about moving too quickly given plans related to the renewal for some self-evaluation. As a next step, the Board agreed to direct the Executive Director to draft a policy for review at the November meeting. **Motion by Randy Patterson, second, Harold Miller. Motion approved.**

Mr. Cox noted that a current issue relates to Saturday parking meter enforcement. He asked for feedback from the Board on whether the DID should weigh in on this matter. Ms. Riggs provided background about the issue. She noted that the Mayor has indicated that he wants to resolve the disconnect between the law, which states meters are to be enforced on Saturdays, and the current actions, which is not enforcing Saturday meters. His hope is this can be clarified by the start of 2011. Mayor Gray attended the Merchants meeting on September 15 and discussed this issue. The Mayor encouraged merchants and retailers to attend City Council meetings and call the City Clerk to be put on the agenda so that they can voice their opinions. City Council will ultimately decide the direction on this issue, by either amending the current ordinance or deciding to enforce it. Ms. Riggs, noting her role as a member of the Lancaster Parking Authority (LPA) Board, added that it will also take action on this issue.

Members discussed aspects of the specific issue. Ms. Neff expressed concern about weighing in on an issue that impacts the DID's constituency without a policy in place and without any feedback from the constituents. She indicated it was a great example of the type of issue the DID is currently not prepared to manage. Members agreed and there was consensus that the DID should not take a position on this issue.

Executive Director's Report

- Downtown construction will be heavy through October and we'll be sending email traffic alerts advising of delays, construction alerts, etc.
- The DID office repairs have been completed and rent payments began in September. No word has yet been received from the property manager regarding back rent payments.
- Ms. Riggs announced that Administrative Assistant, Cheryl Kieffer, will be on medical leave for 6 weeks beginning September 27th. There will be a sign on the door; a voice message on the office phone advising the caller to contact the JSID office with their questions and concerns; and an email will be sent advising of the office's temporary closing. Toby Vargas of JSID will be in the office on Wednesdays to administrate the gift certificate program, bookkeeping, and mail. Colleen Wagner of the Lancaster Alliance has agreed to accept gift certificate redemption drop-offs, however, gift certificate sales will be done out of the JSID office. Dave Aichele of JSID will monitor the office property.

Adjourn

Motion by Bob Ramsay, second, James Wagener to adjourn. Motion approved and meeting adjourned at 1:05 p.m.

Respectfully submitted,

Cheryl A. Kieffer
Assistant Secretary