

# Downtown Inc Committees ~ Priorities and Action Steps

## ECONOMIC DEVELOPMENT

Committee mission: Advise the Downtown Inc Board of Directors and staff regarding strategy, priorities and action that should be taken to create a positive climate for investment in downtown York and advance specific economic development projects and initiatives.

- Take a leadership role in the economic development strategies provided by Roger Brooks to implement the Market District initiative
- Advocate for streamlined permitting process
- Advocate for reforms in the city parking system that would improve the business climate in downtown
- Develop a partnership with the City administration and community/economic development departments
- Assist in the development of a makes-sense zoning plan for the central business district
- Support York County Economic Development Corporation in the successful implementation of their downtown strategy

## PUBLIC SAFETY

Committee mission: Create a safe and secure downtown environment.

- Establish reliable and regular sources of criminal activity data for analysis, planning and reporting
- Establish strategic deployment of law enforcement and other safety personnel
- Improve the physical characteristics of the district using the principles of Crime Prevention through Environmental Design (CPTED)
- Evaluate each building in the district and recommend improvements to deter criminal activity
- Provide regular safety education to employees and employers in the downtown district
- Establish regular communications with our constituency regarding safety issues, concerns & initiatives
- Establish a fund solely devoted to advancing the downtown district safety initiatives
- Advocate for police, sheriff and Downtown Inc safety initiatives

## PHYSICAL APPEARANCE

Committee mission: Improve the cleanliness and physical attractiveness of downtown York's landscape, streets and properties.

- Continue annual plantings and watering
- Continue low/no-cost clean-up efforts
- Integrate new street architecture, including benches, planters, seating, and trash receptacles
- Address empty tree wells and weed problem
- Eliminate temporary real estate signs from sidewalk in central business district
- Develop and implement a plan for vehicular and pedestrian wayfinding
- Create a lighting plan for Beaver Street and Continental Square

## MARKETING

Committee mission: Promote and market downtown York and Downtown Inc through a strong and effective communications and public relations campaign.

- Maximize efficiency and usability of organization's database
- Develop cooperative advertising opportunities for downtown businesses
- Create a comprehensive communications strategy to include social media and website redesign
- Develop and distribute a downtown York destination guide
- Work with other tourism entities to better market downtown York as a destination
- Develop a cohesive marketing effort for each Downtown Inc event
- Promote Downtown Inc as the "go-to" organization for everything business-related in downtown York
- Build a marketing campaign around successful efforts to make downtown more visitor friendly

## OTHER VOLUNTEER OPPORTUNITIES

Event-specific volunteer opportunities are available if you'd like to give a few hours of your time to help us out with a particular project or event. Contact us for details and current needs. Phone: (717) 849-2331 or Email: [info@downtownyorkpa.com](mailto:info@downtownyorkpa.com)

## EVENTS

Committee mission: Design and implement events that will enhance the downtown experience for as many people as possible.

- Review existing downtown event calendar and fill gaps with events to drive shopping and dining traffic
- Build existing events through expanded marketing efforts
- Expand on spring and fall plantings
- Enhance First Fridays with expanded programming
- Increase walking tours to nine throughout the year
- Coordinate efforts with Central Market to promote and expand their calendar
- Schedule and market quarterly Downtown Update informational events

## PARTNERSHIPS AND FUNDRAISING

Committee mission: Gain financial backing from downtown supporters and maintain a productive relationship with these supporters through communication, recognition, and stewardship.

- Implement an expanded partnership fundraising campaign
- Facilitate new prospecting system
- Develop friend-raising campaign

## FINANCE

Committee mission: Serve as a support mechanism for the entire organization, the committees, and the executive director by providing financial oversight and direction.

- Maximize efficiency and improve overall collection rates of BID assessment
- Improve the quality of reporting to appropriately reflect the financial condition of the organization to the board and the community
- Evaluate current fiscal policies to identify areas of improvement or gaps

This Action Plan, adopted by the Downtown Inc Board of Directors on December 14, 2009, is the organization's commitment to the community.

It illustrates, step by step, the intentions of Downtown Inc, through the work of its committees, to foster the economic vitality of downtown York.

Downtown Inc is fortunate to have an active and vibrant group of volunteers dedicated to achieving the objectives included in this plan.

If you are interested in obtaining more information about Downtown Inc and its many initiatives, feel free to contact us directly at (717) 849-2331.

**Downtown Inc  
2010 Board of Directors**

- President: Kim Lentz, Susquehanna Real Estate
- Vice President: Gary Sonke, Stock & Leader
- Treasurer: Krista Darr, M&T Bank
- Secretary: Caroline Morris, Kimman's
- Linda Davidson, CS Davidson
- Mike Heine, Fulton Bank
- Judd Lando, Insurance Services United
- Eric Menzer, Wagman Construction
- Bill Schell, Martin Library
- Kevin Schreiber, City of York
- Greg Vojtanek, York Revolution



2010

JANUARY					FEBRUARY					MARCH				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
				1	1	2	3	4	5	1	2	3	4	5
4	5	6	7	8	8	9	10	11	12	8	9	10	11	12
11	12	13	14	15	15	16	17	18	19	15	16	17	18	19
18	19	20	21	22	22	23	24	25	26	22	23	24	25	26
25	26	27	28	29						29	30	31		

  

APRIL					MAY					JUNE				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
			1	2							1	2	3	4
5	6	7	8	9	3	4	5	6	7	7	8	9	10	11
12	13	14	15	16	10	11	12	13	14	14	15	16	17	18
19	20	21	22	23	17	18	19	20	21	21	22	23	24	25
26	27	28	29	30	24	25	26	27	28	28	29	30		
					31									

  

JULY					AUGUST					SEPTEMBER				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
			1	2								1	2	3
5	6	7	8	9	2	3	4	5	6	6	7	8	9	10
12	13	14	15	16	9	10	11	12	13	13	14	15	16	17
19	20	21	22	23	16	17	18	19	20	20	21	22	23	24
26	27	28	29	30	23	24	25	26	27	27	28	29	30	
					30	31								

  

OCTOBER					NOVEMBER					DECEMBER				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
				1	1	2	3	4	5			1	2	3
4	5	6	7	8	8	9	10	11	12	6	7	8	9	10
11	12	13	14	15	15	16	17	18	19	13	14	15	16	17
18	19	20	21	22	22	23	24	25	26	20	21	22	23	24
25	26	27	28	29	29	30				27	28	29	30	31

meeting	date	time	location
BOARD OF DIRECTORS	SECOND WEDNESDAY	7:30AM	STOCK&LEADER
ECONOMIC DEVELOPMENT	FOURTH WEDNESDAY	4:30PM	STOCK&LEADER
EVENTS	SECOND TUESDAY	8:00AM	LAFAYETTE CLUB
FINANCE	QUARTERLY: TBD	11AM	DI OFFICES
MARKETING	SECOND THURSDAY	9:00AM	ROTATES LOCATIONS
PARTNERSHIPS & FUNDRAISING	THIRD WEDNESDAY	8:30AM	DI OFFICES
PHYSICAL APPEARANCE	THIRD TUESDAY	1:00PM	DI OFFICES

**2010  
Action  
Plan**

**Downtown Inc**

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