

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY**

**April 14, 2015**

**Agenda**

**BID Office – 119 N. High Street**

- I. Introductions & Public Comment (Brown)
- II. Approval of March Minutes (Brown)
- III. Comments of Chair (Brown)  
-Five-Year Strategic Plan
- IV. Executive Director Report (Johnstone)
- V. WCDF (Wileczek)
- VI. Treasurer & Finance – (Blakely)  
-Audit Report 2014 – Larry Maulo – Maulo & Co.
- VII. Committee Reports:
  - a. Advocacy (Gusz)
  - b. Business Attraction (May/Walsh)
  - d. Marketing / Customer Attraction (Riper)
- VIII. Other Business:

**Next Meeting: Tuesday, May 12, 2015 – 8am – BID Office**

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
March 10, 2015**

**Present Board:** C. Blakely, T. Crisp, F. Gusz, M. Kichline, L. Nelson, R. May, S. Riper, B. Scott, T. Walsh, A. Wetzal, K. Wileczek, M. Yoder;  
*(1) Board Appointment Pending*

**Absent Board:** H. Brown, R. Ott

**BID Staff:** M. Johnstone, E. McGuire; and Dan Price – *4 Points Development*

**Present Other:** Suzanne Adams – West Chester Food Co-op, and Tony Mastroianni, Pat, Laura Carlino- Spec. Foods & Catering

**I. Introductions & Public Comment:**

In Holly Brown’s absence, Bill Scott will Chair today’s BID Board of Directors meeting. Laura Carlino, Pat Carlino and Tony Mastroianni were introduced.

**II. Approval of February Minutes:**

*Motion to approve February Minutes:*

*Motion Passed: (Walsh / Blakely)*

**III. Comments of Chair: (Scott)**

Thomas Crisp, Owner and Creative Director, Balance Hair Spa Studio (150 E. Gay St.) and Sandra Riper, Owner, Sunset Hill Jewelers & Fine Arts Gallery (23 N. High St.) were introduced and are the latest appointments to the BID Board of Directors.

**IV. Executive Director Report: (Johnstone)**

The Governor’s current budget proposal has increased the DCED 2014-15 budget to \$21-million. The DCED provides most of the outside funding to the BID. Historic Preservation Awards 2015 kick-off event April 12 at 2pm at CCHS. Malcolm will be attending the National Main Streets Conference March 30-April 1 and taking vacation time through April 3<sup>rd</sup>.

**V. Treasurer & Finance: (Blakely) Report Distributed**

Month-End Bank Balance: \$31,176

Spann (135 E. Gay St.): Mabel Spann has requested that the BID forgive legal fees associated with the lien filed for 2014.

*Motion to forgive legal fee associated with the 2014 lien.*

*Motion Passed: (Nelson / Yoder)*

**VI. Committee Reports:**

**a. Advocacy: (Gusz) See Committee Report**

Carlino’s – (Laura Carlino, Pat Carlino, Tony Mastroianni)  
There was discussion about their request for a liquor license. The Board encouraged the Carlino’s to provide a sketch plan to the Smart Growth Committee. The Economic Development liquor license was discussed as an option. A Plaza Development Survey to the downtown stakeholders was conducted, and demonstrated that the ratio

is 30-to-1 in support of the plaza project. The Borough has been awarded a \$5,000 grant to support a 2015 Cigarette Litter Prevention Program. The BID and Borough will work together to implement the program. Suzanne Adams provided an update on the recent activities of the WC Food Co-op: pre-feasibility study conducted; public meeting scheduled for March 15; website will go live and has a component for accepting on-line membership applications and payments.

- b. Business Attraction: (May/Walsh) *See Reports & Almanac***  
Penwick Design has closed and reopened as Paper Moon WC at CCHS.
- c. Marketing/Customer Attraction: (Johnstone)** Currently, the committee does not have a Chair. There were no BID Board members at the February meeting.

**VI. Other Business / Comments:**

**Executive Session** to discuss matters of personnel took place with Board members and Malcolm Johnstone in attendance. The Board then re-convened. Motion by Nelson/Walsh: Elizabeth McGuire and Sarah Wolfe to receive a pay increase of between 2.5-percent and 3-percent, to be determined by the Executive Board after review of the current pay raise schedule of West Chester Borough.

**Next Meeting: Tues., April 14, 2015 – 8am – BID Office Conf. Rm.**

## **Manager's Report to West Chester BID Board of Directors**

Malcolm Johnstone, Executive Director | March 7 – April 10, 2015

### **Parking at Courthouse Alley**

A situation arose with parking on Courthouse Alley that eliminated parking that was thought to be established at the rear of the buildings on the leg of the alley that intersects with Market Street. Due to the poor health of the ladies who own the Antique Shop, this represents a significant hardship. With the support of the BID Board, I would like to advocate on their behalf to Borough Council to help restore their rear parking.

### **May is Historic Preservation Month**

Part of the requirements for sustaining the accreditation of the BID is to conduct activities that support the preservation-based ethic of West Chester during Historic Preservation Month in May. The requirements come from the National Trust for Historic Preservation, the National Main Street Center, and the Pennsylvania Downtown Center. This year, I am creating a series of twenty-one articles called WC History each of which will be released on a weekday. Each article is about some aspect of West Chester's history. Additionally, the BID recently sponsored the Historic Architecture Photography Contest as part of National History Day which was hosted in West Chester at CCHS. The winners will be recognized by Mayor Comitta at the Wednesday Borough Council meeting.

### **Zukin Hotel Development**

On April 3, 2015, Judge David Bortner ruled in favor of the Zukin Family regarding the hotel project at Gay & Walnut. Stan Zukin made it clear to me that he was interested in working with the Borough Council as this project moves forward.

### **Chester County leads the area in growth**

The good news for Chester County just keeps on coming. In an article published by the Philadelphia Inquirer on April 5, Chester County was once again recognized as leading the area in population growth. Since 2000, Chester County has grown by more than 77,000 according to US Census data acquired by the Inquirer. Between 2000 and 2014, there was an increase in population of 18-percent. That's more than any other Philly area county and more than any other county in the entire state of New Jersey.

### **National Main Streets Conference**

The National Main Streets Conference held in Atlanta this year proved to be remarkable. The slate of professional workshop presentations was the largest, and best, I've witnessed. Further, the National Main Street Center, now located in Chicago, is re-inventing itself and bringing the organization to a more contemporary level to meet the modern needs of downtowns. It was also announced that once again, West Chester has been nationally accredited for 2015.

### **Quote of the Day**

"Merci merci merci Downtown West Chester, and a tribute to everyone and all of you. You have been so helpful and kind at all times. I could not have chosen a better place to come and open the bakery, and live and enjoy every single minute! Merci..." -- from Catherine Seisson, owner of La Baguette Magique, in a facebook message on her opening day.

# West Chester BID Advocacy Committee

March 27, 2015 | 8am | West Chester BID Conf. Rm.

**Present:** S. Adams, H. Brown, B. Cavin, P. Comerford, F. Gusz, D. Mazzocco, E. McGuire, D. Price

**Introductions** – No Introductions

**Minutes:**

Minutes approved, as amended. (See Rail Service, below)

**Discussion:**

-\$1M Grant Proposals – The BID has been informed that there may be funds available for immediate disbursement from the DCED and staff is prepared to receive such funds, if available.

-Brandywine Initiative – At the direction of the Borough Manager, the BID will present to Borough Council a proposal to request \$15,000 in funding for the BID's current Brandywine Initiative Program.

**Updates:**

**Carlino's** – Withdrew their original application for a liquor license, without prejudice, and plans to apply for an Economic Development license.

**Clean & Green** – The raised brick planter, at Matlack & Gay, is damaged. Fred will be in touch with Public Works to address repairs.

**Strategic Plan** – A memo, dated March 20, 2015, from the Borough Manager, was distributed and discussed: *Borough Council Initiates Strategic Planning Process.*

**BLUER** - D. Mazzocco will provide an update on the Composting Program at the May meeting.

**Post Office** – (R. Smith) The USPS has indicated, in a letter to Senator Casey, their intention to maintain services in the current location. The hope is that Borough Council will agree to approach USPS to discuss approving access to the post office so that a pro forma can be developed.

**Rail Service** – Correct Feb. minutes to read:

While the BID fully supports the return of rail service to West Chester, there is a strong interest to create and support shuttle *service to existing train stations (Exton).*

**Next Meeting:** Friday, April 24, 2015 – 8am – BID Office Conf. Rm.

WC BID Business Attraction Meeting

April 7, 2015

In Attendance: Holly Brown, TJ Spencer, Tom Walsh, Richard May, Fred Gusz;

Staff: Malcolm Johnstone, Daniel Price

Minutes: Passed Anonymously (Approved by Richard May, Second by Holly Brown)

**Visitor Center:** Dan is working with Malcolm and the Chamber to identify other options in the event the Swope Building project doesn't work. The second option is the Wealth Management portion of Susquehanna Bank. Mark, Dan & Malcolm will be walking through the Swope building next Wednesday with Chuck Swope. Tom mentioned to Dan to obtain the BID's current lease to see when we need to notify our current landlord.

**Green Street:** Dan was informed late Monday night that Green Street Consignment is relocating to Gay Street in the place of SaladWorks (106 West Gay). This gives Dan a good opportunity to explore some possible tenants that he's worked with in the past (Notably a Bridal Shop).

**Liquor License:** Malcolm informed the committee that I-Pasta and Carlinos were both applying for economic development licenses.

**Borough Council Press Release:** Malcolm distributed copies of the borough's press release (and Bill Scott's response) to the committee. Holly requested that these documents be emailed to the entire BID board and discussed at the board meeting next Tuesday.

**Mosteller Development:** Holly and Pat O'Donnell met with Mack Cotter & Jordan Norley to discuss the project on behalf of the CBA. After speaking with them and other council members, Holly got the impression that the council was more optimistic that they would come to a resolution for this project.

**F&M:** Malcolm plans to meet with Kevin Trainer, who is representing this project. The hope is that they will honor the historical integrity of the building but outside & inside.

**McCool:** The sidewalks are in and there is a few new business signs (See Almanac). There is also a sign for the information on leasing commercial space. Dan will be reaching out again to see if a connection can be made.

**Manager Report: (See attached)** There are only a few vacancies remaining, but Dan has met with a potential art gallery, bridal shop and a couple boutiques to address this vacancies.

**Almanac: (See attached)** Firehouse 51 will be in the former Moose Lodge (30 North Church). Dan and Malcolm walked through with Greg Radford who is doing architectural work on this building. Malcolm stressed the importance of maintaining the historical integrity of the building.

**Theater:** Richard stressed the importance of timing and funding in regards to the borough's proposed 90 day wait during the strategic planning process. If the zoning and other requirements continue to be delayed, there is a possibility that the original funding the Uptown group has received could be withdrawn. Richard hopes this isn't the case however, but felt that some progress needed to be made in the very near future.

**Meeting Adjourned: 9:05am**

Downtown Business Almanac  
West Chester Business Improvement District  
April 2015

Total Number of Businesses: 528  
Number of restaurants: 75 (13%)  
Number of Retail: 83 (15%)  
Number of Professional Services: 375 (72%)

**Now Open**

**Retail/Restaurant: 1**

La Baguette Magique: 202 West Market (March, 2015)

**Office: 1**

Just Works Youth Center: 21 South High Street (2015)

**Opening Soon: 13**

Lorenzo & Sons pizzeria: 27 North High (May 2015)  
Saloon 151: 151 West Gay (June 2015)  
Cozy Kabob: 38 East Market (2015)  
The Master's Baker: 319 West Gay (Former Beans): (June 2015)  
Mediterranean Bakery: 154 W. Gay Street (2015)  
Stifel Investments: 15 East Gay (2015)  
RapidDough:30 South High (2015)  
West Chester Food Market: 117 West Gay: (2015)  
Riggstown Roasters: 126 North High (2015)  
Firehouse 51: 30 North Church (2015)  
West Chester Coffee & Ice Cream Shop: 6 East Gay (2015)  
The Brooks Group: 16 East Market (TBD)

**Closed Business: 0**

**Planned Business changes within the BID: 11**

Susquehanna Bank is changing its name to BT&T Bank  
Hotel Warner expanding into adjacent space of Salon Ooh La La  
Main Line Men's Clothing to expand into 131 West Market (April 2015)  
Baco Taco expanding to adjacent property (8 West Gay Street)  
Carlínos is proposing to apply for a liquor license (TBD)  
Extreme Ink to move from 136 East Gay to 22 West Market (TBD)  
I Pasta set to expand into 136 East Gay Street (TBD)  
Salad Works set to close at the end of 2015 (Currently exploring possible tenants)  
Green Street Consignment to relocate to Salad Works location (106 West Gay) (July 2015)  
Spare Rib set to be sold in the next 3 months  
Visual Expansion to move to 132 North High

**Recently moved or potential relocation of business: 1**

Salon Ooh has La La moved to 133 North Church Street

## Business Attraction: Program Manager's Report: April 2015

### Retail Space: 4

#### Gay: 1

- 127 West (Laurentos)
  - Recent Action: Have a better understanding of what type of tenant the property owner wants. Am working internally in the borough as well as outside of the borough to find potential tenant.
  - Strengths: Large building centrally located on Gay Street.
  - Weaknesses: Property owner has shown limited interest in renting the facility

#### Market: 1

- 124 West Market
  - Recent Action: Have referred Realtor two leads. One being a art gallery and the other a potential children's store.
  - Strengths: Great location and professional space
  - Weakness: That side of the block is light on retail, but is heavy on the opposite side of the street

#### High: 1

- 1 South (Swope Building)
  - Recent Action: Exploring potential of visitor center.
  - Strengths: Beautiful building at the towns second biggest intersection
  - Weaknesses: Past potential buyers and tenants have been reluctant of the price

### Church Street: 1

- 20-22 North:
  - Recent Action: Currently exploring the possibility of new buyer
  - Strengths: Large building that is completely empty and will be across from new development
  - Weaknesses: Major renovations will need to be done in order to make retail/restaurant

### Office Space: 9

220 West Gay

10 North Church

120 North Church: working on potential tenant from a BID business relocation

15 West Gay

121 North Walnut

17 W. Miner/Wilmont Mews: Working on a potential tenant from BID business relocation

Market and Darlington NE Corner building

7 West Gay (Above Iron Hill)

13 East Gay

142 West Market

40 South High (Annex)



# West Chester BID Customer Marketing Committee

March 19, 2015 | 8am | West Chester BID Conf. Rm.

**Present:** K. Cavin, D. Fairman, M. Manning, C. Meadows, S. Riper

**BID Staff:** M. Johnstone, E. McGuire

**Other:** Kyle Hudson - 23ND

*Sandy Riper has agreed to chair the Customer Attraction / Marketing Committee.*

**2015 West Chester BID Marketing Program - 2015:** (Update Distributed /Reviewed)

## **Discussion:**

At the direction of the Borough Manager, the BID will present to Borough Council a proposal to request \$15,000 in funding for the BID's Brandywine Traveler program. A draft of the proposal was distributed to the committee for review and comment. It was recommended that the proposal be simplified to more resemble an advertising piece, and to list West Chester first, not last.

## **Fashion Show**

The BID will contact Dan Mathers, Mathers Productions to determine if he plans to continue to produce the fashion show. The BID has budgeted \$2,000 to promote the event.

## **West Chester Restaurant Week**

While the BID heavily promotes the annual event, there continues to be a lack of interest and participation on the part of the downtown restaurant community. The BID would like to replace Restaurant Week with another downtown dining promotion, and is considering a proposal from Table tours for year-round dining events.

## **First Friday – April**

Free metered Parking on-street and in parking lots.

## **Marketing Advertising:**

-Philadelphia Convention Center Visitor Guide: \$300 – (4) Qtly. Issues – 1/8 Pg.

-AAA World Mid-Atlantic: \$800 – May/June, 1/12 Pg. (in homes April 24-29)

## **23ND Proposal**

Kyle Hudson proposed: *Community Pillars Webseries Sponsorship by the West Chester BID.* Cost: \$3,500

**Next Meeting:** Thursday, April 16, 2015 - 8am – BID Office Conf. Rm.