

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

Agenda

BID Office – 119 N. High Street

April 11, 2017

- I. Introductions & Public Comment:** (Brown)
- II. Approval of *February* Minutes** (Brown)
- III. Comments of Chair** (Brown)
 - Banking Discussion
 - Personnel Policy: March 2017
 - National Main Streets Conference
 - Statement of Financial Interests
- IV. Executive Director Report** (Johnstone)
- V. Treasurer & Finance** (Blakely/Reese)
 - Audit Report (L. Maulo, B. Walton)
- VI. Borough Updates** (LeBold)
- VII. WCDF** (Holliday)
- VIII. Committee Reports:**
 - Advocacy (Johnstone)
 - Business Attraction (May / Walsh)
 - Customer Attraction (Riper)
 - Design (Johnstone)
- IX. Other Business:**

Next Meeting: Tuesday, May 9, 2017 - 8am – BID Office Conf. Rm.

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
February 14, 2017**

Present Board: H. Brown, C. Blakely, M. Holliday, R. May, M. Reese,
T. Walsh, A. Wetzel, K. Winston, M. Yoder
Absent Board: T. Crisp, M. Kichline, D. LeBold, L. Nelson, S. Riper,
B. Scott
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Tony Cilia – *AlottaJava*

I. **Introductions:** Tony Cilia, *AlottaJava*

II. **Approval of January Minutes:**

*Motion to Approve January Minutes:
Motion Passed: (Walsh / Yoder)*

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

Advocacy: Committee Chair needed! **Zukin Hotel:** To present requests for exceptions to Borough Council at tonight's meeting. F&M Building: Open House Feb 16. **U!EA:** Performances are selling out. **Bartenders' Ball 2017:** Brought in \$9,250. Net proceeds will be donated to the West Chester Police Dept. to be used toward funding the purchase, installation and maintenance of several public safety cameras.

Selection of West Chester BID Officers:

Motion to appoint Matthew Holliday as Secretary to the West Chester BID Board of Directors.

Motion Passed: (Walsh / Blakely)

West Chester BID Executive Committee:

Holly Brown – Chair; Sandy Riper – Co-Chair;
Mike Reese / *Chris Blakely* – Treasurers;
Matt Holliday – Secretary

IV. **Executive Director Report:** *Report Distributed*

Recently hosted a freelance travel writer. The visit was arranged by Recreation News, and included visits to CCHS and several retail shops and restaurants.

Manager's Report: (Continued) Uptown! has completed the theater venues at the new Uptown! Knauer Performing Arts Center, and is now launching the first calendar of live theater events. On May 11th, West Chester will celebrate the Great American Main Street Award with a reception at the Chester County Historical Society.

- V. **Treasurer & Finance (Blakely) Reports Distributed**
Received \$42,500 (1st & 2nd Qtr.) payment from the Borough. Requested \$15,000 contribution from the WCDF. Executive Director will remain on the Borough's group health plan.
- VI. **Borough Update:** Mayor Comitta is expected to make a special announcement at the March 15, 2017 Borough Council meeting.
- VII. **WCDF (Holliday)** The WCDF will present its Board appointment recommendations to the BID Board of directors for approval at the March meeting. Sandy Riper, *Sunset Hill Jewelers and Fine Arts Gallery*, is this year's Presenting Sponsor of the (June 3rd) Up on the Roof.
- VIII. **Committee Reports:**
Advocacy (Johnstone) BID has purchased a vacuum to clear cigarette butts from sidewalks.
Business Attraction: M. Yoder brought up a current situation in which a non-retail business is being prohibited from locating to an area within the Retail Overlay District. The BID and Chamber will ask to work with the Borough on reconsideration of certain Retail Overlay blocks.
Customer Attraction: Jan. 1, 2016 – Dec. 31, 2016
178% increase from 2015. Cumulative 2016 Social Media (*Facebook, Twitter, Instagram*) Activity (*Likes, Reach, Followers, Engagement, Impressions*) 2,541,764.
Design: (Johnstone) Working with a local contractor to move forward with the Banner Program.
- IX. **Executive Session:** Approved a revision to the BID's Personnel Policy to include the addition of (5) Days of Personal/Emergency Time Off (PETO). The Board will adopt the revised policy at the March BID Board meeting.

Next Meeting: Tuesday, March 14, 2017 – 8am – BID Office Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | March 11 – April 7, 2017

Main Street Movement Revitalizes Its Approach

West Chester is one of the communities that Graham Copeland used to discuss how the National Main Street Center is evolving in an article called *Main Street Movement Revitalizes Its Approach* (Economic Development Journal, Winter 2017). It reveals that after 35 years of applying its *Four Point Approach* to downtown revitalization in town centers across the country, the national leadership of this popular grass-roots program launched a “refresh” of the revitalization approach. The revised strategy calls for the creation of Community Transformation Strategies in downtowns, placing more emphasis on economic vitality and less on promotion and design. The article examines the history and impact of the Main Street movement, the reasons for this change, the essence of the revisions, and the demonstration projects that NMSC has launched in ten downtowns across the country.

There's spam, then there's Spamalot

A milestone has been made at the Uptown! Knauer Performing Arts Center with the run of Resident Theatre Company's production of Monty Python's Spamalot, a musical comedy adapted from the 1975 film Monty Python and the Holy Grail. It's the first full run of a professional theatrical production at the new facility and this weekend is the final weekend. Time to get your tickets because every performance has been sold out. I've seen it and it is hilarious. Don't miss this historic production!

West Chester Film Festival to premier BID vid

The new music video that brands downtown West Chester as a cosmopolitan and active place to be will see its premier at the upcoming 13th Annual West Chester International Short Film Festival on Friday, April 28, at the Uptown! Knauer Performing Arts Center and the Chester County Historical Society. Video produced by Tailor Made on Gay Street and film score by BID staff.

- *Save the date of Thursday, May 11, 5:00 – 7:00, at CCHS for the BID Annual Meeting and GAMSAs celebration of our own!*

West Chester Business Improvement District

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April 11, 2017

To:

West Chester Borough Council
Public Safety, Events and Quality of Life Committee, Tuesday, April 11, 2017, 7:30pm

From:

West Chester Business Improvement District Authority

It has come to the attention of the West Chester BID that the application for a dining platform at Opa Opa, 122 E Gay Street, Savvas Navrosidis, owner, is being denied due to the Borough policy that no more than two dining platforms can exist in one block.

The West Chester BID requests that Borough Council reconsider this policy towards limiting dining platforms in this fashion for the following two reasons:

It is arbitrary. No two blocks in the downtown are identical. Some may not support a single dining platform, and others may support multiple platforms without diminishing usage of the street. There has never been a clear indication that limiting the number of dining platforms will add to the health, welfare and safety of the residents of West Chester. Restaurants risk a sizeable investment in dining platforms with no guarantee that such platforms will be approved in subsequent years. The actual size of platforms vary; each may take up one to two parking spaces.

Downtown needs to be designed for people. West Chester is often correctly touted as a walkable community. Dining platforms add to the sense that the downtown is built around the social interaction of people. A platform at the Opa Opa location will displace only one parking space, but will provide space for up to 20 persons. Further, within the West Chester Borough Comprehensive plan, there is discussion to "Enhance walkability and general pedestrian circulation in the Downtown" and "Conduct a feasibility study for converting Gay Street to a pedestrian mall from Walnut Street to New Street." (Section I., item 1.30) Limiting pedestrian use in the public realm is not reflective of the values found in such goals.

Finally, the BID reminds Council that Opa Opa replaced a hookah bar that became a nuisance with the unregulated use of guns and alcohol compromising public safety and causing its eventual shutdown. Opa Opa is a family-owned restaurant, the type that we, as a community, need to support.

Letter to Borough Council, April 11, 2017; page 2

The Borough Councils' consideration to allow Opa Opa a dining platform will enhance the downtown and provide a family-owned business with an attractive expansion for its customers.

Please don't hesitate to contact the West Chester BID director or Board Members with any questions or comments concerning this statement.

Yours truly,

Holly V. Brown, Chair
West Chester BID Board of Directors

West Chester Business Improvement District Authority Board of Directors reviewed this statement at their regular meeting on April 11, 8:00am, and voted to advance the BID's advocacy of this matter to the Borough Council.

West Chester BID Advocacy Committee

March 24, 2017 | 8am | West Chester BID Conf. Rm.

Present: H. Brown, F. Gusz, R. Smith

BID Staff: E. McGuire

Introductions: No Introductions.

Minutes: February Minutes Distributed

Opa Opa: The committee is in support for Savvas Navrosidis' request to install a dining platform. (See attached letter to Borough Council)

Public Safety Cameras: Go Fund Me program on-going. Additional funds will come from this year's Bartenders' Ball, which brought in approximately \$10,000.

Vacancies: Several significant retail and office vacancies were discussed, including the F & M Building and previous Fox Chase Bank, and Uninvest locations.

Uptown Theater Alliance: Angela, Roy, Richard meeting, this afternoon, with Mac Cotter and Mike Gill, to continue discussions regarding the details of the Anchor Building Grant.

Next Meeting: Friday, April 28, 2017 – 8:00 am – BID Office Conf. Rm.

WEST CHESTER BID
Business Attraction Committee
MINUTES
April 4, 2017 | 8am

Present: Chris Blakely, Holly Brown. Staff: Malcolm Johnstone

Minutes

Minutes were reviewed.

Kickstart program

Malcolm provided a Facebook analytics for the Kickstart program for three businesses in March. There was discussion around the analytics and how the Kickstart benefited the businesses. Further, there was discussion that businesses that had developed a niche were doing better as a destination in downtown than businesses that were attempting to compete with Amazon.

Recruitment program for as kitchen shop

Malcolm is continuing to connect with Kitchen Kapers to have them locate in downtown. The most recent mailing shared the article in Philadelphia Magazine about West Chester's ranking (number 1) among the Philly suburbs. Malcolm will attempt a personal outreach via Martha Sharkey in Chestnut Hill.

Anchor Building Grant for Theater

An agreement for the \$200,000 grant-to-loan for West Chester Funds has been made between the Borough and Uptown! Knauer Performing Arts Center.

Downtown Business Almanac

Almanac was reviewed.

Next meeting: May 2, 2017

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
April 4, 2017

Total Number of Businesses: 563
Number of restaurants: 76 (14%)
Number of Retail: 73 (14%)
Number of Professional Services: 424 (72%)

Now Open

Retail: 0

Restaurant: 0

Retail Service: 0

Office/professional service: 1

East Coast Advisory: 228 W Gay St

Opening Soon: 3

Your Man Bread & Pizza: 127 N Church (unconfirmed)

Rize Pizza: 124 E Market

Righteous Felon Craft Jerky: 135 E Gay St (unconfirmed)

Closed/Moved: 0

Business changes within the BID: 2

Brian McFadden has purchased the old Fox Chase Bank (High & Chestnut)

Tesoro is expanding to a new location

**West Chester Business Improvement District
Design Committee
Minutes
April 7, 2017 | 8:00am**

Present: Ray Ott, Fred Gusz, Holly Brown, and Malcolm Johnstone.

Mural

Jimmer Breen had shared minutes and discussion points via e-mail concerning interest to create a process for murals. Part of this is driven by the Care Center Foundation's desire to install a mural on their building.

There were a number of discussion points by the Committee:

- Holly would like to see participation by Uptown! Entertainment Alliance because of their potential for using murals or other public art projects on the theater property;
- West Chester University should be involved because of their experience of existing murals on their properties;
- Ray thought a new ordinance was not needed, that a change in the Sign Ordinance would suffice;
- A member of the West Chester Planning Zoning Committee should be on the committee;
- Any mural in the downtown area should receive HARB approval.

Malcolm will request a copy of the letter that was sent to the Borough from the committee.

Chester County Tourism Wayfinding Signage Study

The Chester County Visitors and Conference Bureau has completed Phase 1 of a Chester County Wayfinding Signage program and the committee reviewed samples of signage designs for various uses and places.

There was a consensus to support the Wayfinding Program and to work with the Chamber and the Borough to help fund the program and apply it to new signs on the Chestnut Street Parking Garage and possibly the Bicentennial Garage.

West Chester BID Customer Marketing Committee

March 16, 2017 | 8am | West Chester BID

Present: K. Bender, C. Meadows, S. Riper, N. Scimone

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

February Minutes Distributed

First Friday April – Sandy suggested a *What's Blooming in West Chester* theme, highlighting the large number of retail shops. Spring flowers in planters. Carry *Bloom* theme into promotional graphics. No theme, yet, for **November First Friday**. Retailers should work together on promotions / sales that provide customers with great experiences and incentives to shop in town, rather than with on-line retailers, such as Amazon.

After Work Wednesdays – Sandy will email retail group for feedback. Resume in Spring? Fall? Weekly, or one Wednesday each month?

Budweiser Clydesdales – First Friday, September 1.

New Businesses: Bove Jewelers, Modern Tribal Arts.

Parking: Malcolm confirmed that FREE Metered Parking does not include lower-level garage meters.

Social Media Analytics – February 2017 (E. Steinman) Report Distributed

Facebook - Reach: 55,400 (*through Organic and Paid Posts that were created and/or shared.*) Best Performing Ad (Ongoing) "... A great place to enjoy shopping, food, and fun with friends". Facebook Analytics - *Kickstart* (Bove Jewelers, DRH Christian Life Coach, Modern Tribal Arts)

Next Meeting: Thursday, April 20, 2017 – 8am – BID Office Conf. Rm.