

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

August 9, 2016

Agenda

BID Office – 119 N. High Street

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|-------|--------------------------------|----------------|
| I. | Introductions & Public Comment | (Brown) |
| II. | Approval of July Minutes | (Brown) |
| III. | Comments of Chair | (Brown) |
| IV. | Executive Director Report | (Johnstone) |
| V. | Treasurer & Finance | (Blakely) |
| VI. | Borough Updates | (Cotter/Scott) |
| VII. | WCDF | (Wileczek) |
| VIII. | Committee Reports: | |
| | -Advocacy | (Gusz) |
| | -Business Attraction | (May/Walsh) |
| | -Customer Attraction | (Riper) |
| | -Design | (Ott) |
| IX. | Other Business: | |

Next Meeting: Tuesday, September 13, 2016 - 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
July 12, 2016**

Present Board: C. Blakely, H. Brown, F. Gusz, R. May, R. Ott, S. Riper, T. Walsh,
A. Wetzel, K. Wileczek, M. Yoder
Absent Board: T. Crisp, M. Kichline, L. Nelson, J. Norley, W. Scott
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Suzanne Adams – West Chester Food Co-Op

Recordings of BID Board Meetings Available at West-Chester.com – Media Center

I. Introductions & Public Comment: No Introductions / Comments

II. Approval of June Minutes

Motion to approve June Minutes:

Motion Passed: (Gusz / Walsh)

III. Comments of Chair: (Brown) – Several parties have expressed possible interest in the Pfizer property.

IV. Borough – No Updates

V. Executive Director’s Report: (Johnstone)

Several Ordinances, including BYOB Regulation, will be proposed at a public hearing, taking place at Borough Hall tonight at 6pm. The Busking Ordinance hearing will be scheduled to a later date. Pennsylvania Downtown Center (PDC) recognized West Chester as a “Nationally Accredited Program” by the National Main Street Center. West Chester is one of only three communities in PA’s Southeast Region to be accredited. The West Chester BID has been invited to apply to be a Façade Improvement Pilot Program that is being created by the National Main Street Center for State Programs. The Board of the Chester County Historical Society has appointed Elizabeth M. Laurent to the position of President, effective July 25, 2016. Jasmine Smith will join CCHS as Librarian, effective July 25, 2016. Frank Herron has approved \$3,000 in Bartenders’ Ball funding to support the Budweiser Clydesdales Parade on September 2, 2016. Remaining funds will be distributed, in varying amounts, to the Chester County Hero Fund, West Chester Fire Dept., West Chester Food Cupboard, and the West Chester BID. Denise Polk has made a written request to the BID for funding to support WCU’s compost pilot program. The motion (Gusz / Walsh) for \$600 in BID support of the program was withdrawn, and further discussion tabled until Advocacy meets with Denise, and a recommendation is made to Board.

VI. Treasurer & Finance (Blakely) Reports Distributed

Received \$64,000 in assessment payments in June. Expenses on target.

Motion to approve moving \$5,000 out of Marketing and into Advocacy to support part-time Clean & Green services.

Motion Passed: (May / Yoder)

VII. WCDF (Wileczek) The WCDF's grant season is underway, and grants of up to \$2,500 to local organizations meeting the requirements for eligibility will be considered. The deadline for submissions is July 31, 2016.

VIII. Committee Reports:

-Advocacy (Gusz) Report Distributed

Clean & Green staffing covered in Finance. Contacting Public Works to request power washing of Big Belly trash receptacles. Regarding the E. Gay / Chestnut hotel development project, it is not necessary for the BID to take a further position, as it is already in the 5-Year Plan.

-Business Attraction (Walsh) Contact Mike Perrone for clarity on the Borough's rights regarding blighted properties.

-Customer Attraction (Riper) Summer Sidewalk Sale – July 19-24th. *After Work Wednesdays* is the latest promotion to generate mid-week customer traffic. BID will work with retailers, as well as restaurants, to encourage participation. Mark Yoder offered Chamber support in helping to promote it.

-Design – Did Not Meet (No Report)

IX. Other Business: (Brown) The Borough has hired a new consultant for the Comp. Plan.

Next Meeting: Tuesday, August 9, 2016 – 8am – BID Office Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | July 9 – August 5, 2016

Street performers

Borough Council is considering implementing regulations that will permit street performing, also known as busking, to occur in the Borough. A hearing was held on Tuesday, August 2, 2016, and was continued to Wednesday, September 21, 6pm.

Tom Wang hired for the clean-up program

Downtown will have a regular schedule of clean-up operations now that Tom Wang has been hired by the BID to perform duties of downtown sidewalk cleaning and managing community service working in those efforts as well. He will be providing about 70 hours a month.

Parking director hired

Clark Elms, who had been most recently the Impark manager at the Chestnut Street Garage, has been hired as the new Borough Parking Director. He began August 1, 2016.

Council approves creation of Community Initiatives Page on its website

Borough Council recently approved the creation of a "Community Initiatives" page on the Borough's website. The purpose of the Community Initiatives webpage is to promote postings, exhibits and displays of interest, information, and enlightenment for the citizens of West Chester to view for community focused organizations and institutions. Entities and groups eligible to submit messages for posting on the Borough's website and social media feeds include:

- Local governments.
- Local private and public educational institutions.
- Local nonprofit organizations (proof of 501(c)(3) status required).
- Local service groups.
- Local social and recreational clubs.

Detailed information on how to participate can be found at <http://www.west-chester.com/474/Get-Involved>

Clydesdale Horses coming to town

With the popularity of the 2015 and 2016 visits from the team of Budweiser Clydesdales, they'll be returning to deliver their favorite adult beverage on Friday, September 2, 2016 (Labor Day Weekend). The fuzzy-footed giants will clippity-clop along Gay and Market Streets between 6pm to 8pm. Specifically, it starts at Gay and Matlack Streets, then proceeds west to Darlington, south to Market, and east to Walnut Street. Working with the restaurant community that have transferred funds to the BID, the BID is helping to make this event possible by ensuring that the cost of police assistance is paid for in a timely fashion.

West Chester Business Improvement District
Advocacy Meeting
July 22, 2016 | 8am
Minutes

In attendance: Fred Gusz, Chair; Holly Brown, Roy Smith, Jim Jefferis, Meghan Fogarty, Ray Ott, Bruce Cavin. Staff: Malcolm Johnstone

The previous meeting minutes were reviewed with no objections.

Pfizer property

Jim indicated that a group of investors was working to acquire the Pfizer property to develop a year-round facility for sports and recreational activities.

Downtown cleanup/Big Belly

Meghan advised the group that the Borough has started a bi-annual program of washing the Big Belly trash cans. New informational decals will be placed on the Big Belly cans. There was also discussion about how the BID can assist Public Works with leaf collection. It is expected that Tom Wang will start August 1, 2016, to perform clean-up operations.

West Chester Together

The WCU coordinators of West Chester Together are planning to promote West Chester Together during the student orientation and Swingin' Summer Thursday in September, and will have a couple of booths during the September event. It's part of a drive to get students into West Chester and forming relationships with West Chester right away. At the student orientation and at the booth, they are planning on having give-away's - some geared toward students (e.g., t-shirt, pizza cutter), and another geared toward Borough residents, most likely a reusable shopping bag with West Chester Together on it, and information about WCT. WCU has allocated funds toward these and other efforts, and I am writing to ask if the BID would be able to co-sponsor the printing of the bags, and perhaps include BID/West Chester information in the bags as part of the give-away. The overall cost for printing 500-700 bags is about \$1000 - \$1500. Again, WCU has some funds for this, and of course would be delighted if the BID would consider co-sponsoring it. The Committee recommends approval of a \$250 sponsorship.

Compost Pilot Program

Denise Polk, administrator of the program, sent the following to the BID:

I'm contacting you to update you about our pilot. We have had numerous delays, the biggest one being an issue with the EPA changing one of their systems, and we couldn't access our funds.

The two most recent delays have been:

- 1 – two participants backed out, and we haven't been able to find willing replacements
- 2 – there was a \$1600 increase in a equipment cost for the Borough truck

The Borough has agreed to pick up that \$1600 cost. The EPA is willing to let us run our program with 8, not 10 participants; however, that's \$1200 of money we won't be getting from the restaurants as part of their participation fee. The EPA will let us proceed if we can cover \$600 of those \$1200 lost costs. Is this something that the BID might be willing and able to invest in? I ask because we have 8 signed contracts, and I really don't want to keep delaying the launch of the pilot any longer. They're eager to get started. The signed participants are:

WCU's Aramark
Barclay Friends
Hickman
Roots
Landmark
Ram's Head
Market Street Grille
Carlino's

I realize this is something you hadn't budgeted for. As a reminder, each participant is paying \$600 for the year (breaking down to \$50/month). This helps defray the total hauling and equipment costs, meaning that every invested party (EPA, restaurants, Borough) is contributing some money to the project. I hope the BID might be able to help us out, given these most recent circumstances.

Thanks for your consideration. If you'd like me to provide more details of the budget breakdown, I will be happy to do so.

Denise M. Polk, Ph.D.
Professor and Undergraduate Coordinator, Department of Communication Studies
West Chester University
610-436-2658

The committee recommended an approval of \$600 sponsorship supporting the program.

Hotel Advocacy

The Position Statement of the BID concerning the proposed hotel at Gay & Walnut Streets has been set aside as talks continue with getting an agreement to have the Borough Council consider changes for the hotel.

Parking Master Plan

Holly and Malcolm attended a meeting at Borough Hall concerning the Parking Master Plan being developed by Desman Consulting Agency.

Transitional building advocacy

The space at 5 W Gay has been rented.

BYOB Ordinance

The Borough Council has approved the advertising of a public hearing on a proposed BYOB regulation ordinance for Tuesday, July 26, 2016. Malcolm will provide downtown stakeholders with the proposed draft.

Anchor Building Grant advocacy

Roy recently met with Borough and state officials to prepare a new submission for an Anchor Building Grant-to-Loan that supports the theater development at the Armory.

Advocacy concerning the appointment of new president at WCU

Holly would like see the BID support the appointment of Christopher Fiorentino as the President of West Chester University.

Sucking up cigarette butts

Fred will be researching vacuuming machines for the purpose of reducing the cigarette butt population downtown.

Next meeting: Friday, August 26, 2016, 8:00 am

WEST CHESTER BID
Business Attraction Committee
MINUTES
August 2, 2016 | 8am

Present: Richard May, Tom Walsh, Greg Radford. Staff: Malcolm Johnstone

Minutes

Reviewed and approved.

Anchor Building Grant update

Representatives from the Theater and officials from the Pennsylvania Dept of Community & Development met to review the Anchor Building grant application and discussed the pending new guidelines and timetable.

Hotel updates

Malcolm continues to work with Zukin Properties and Borough officials to move the process to a final approval.

127 W Gay issue

In following up on the request of a neighbor to 127 W Gay, Malcolm discovered what may be a concern with the Carrara Marble facing on the storefront façade that appears to be separating from the building wall. He was directed to meet with Borough Building and Housing officials to answer questions about the integrity of the façade.

Book store opportunity

There was discussion concerning the closing of the Chester County Book Company in West Goshen that may be now creating an unmet demand. The group discussed possible locations that could provide space for a new book store.

Downtown Business Almanac

Almanac was reviewed and corrections/updates were provided.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
August 2, 2016

Total Number of Businesses: 560
Number of restaurants: 75 (14%)
Number of Retail: 75 (14%)
Number of Professional Services: 409 (72%)

Now Open

Retail: 0

Restaurant: 0

Office/professional service: 1

Hillary Headquarters is locating at 127 N Church

Opening Soon: 6

Brow Bar: 131 W Gay
Jewelry Store: 113 W Gay
Phineas Gage: 29 S High
Prospect Mortgage: 17 W Gay
Opa Opa: 122 E Gay
Pho Xua Vietnamese Noodle & Tea House: 237 E Gay

Closed/Moved: 0

Business changes within the BID: 1

Calios is moving from 237 E Gay to 7 W Gay

Planned Business changes within the BID: 3

Carlino's is proposing to apply for an economic development liquor license (TBD)
i Pasta set to expand into 136 East Gay Street (TBD)

Development Projects 5

Adaptive re-use of Post Office
Hotel at F&M Building
Hotel at 39 E Gay
Chestnut Street Apartments
Uptown Theater

Transitional properties

- 1) First Block (Kahn development)
- 2) 125-127 N Church (West Chester Soft Pretzel Factory)
- 4) 127 W Gay (Laurento's)

West Chester BID Customer Marketing Committee

July 21, 2016 | 8am | West Chester BID

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

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

June Minutes: *Distributed*

Marketing Budget & Plan July 2016: *Distributed* - **Total Budget: \$81,388**

Summer Sidewalk Sale – Approx. (30) participating retailers. Social Media analytics, below. One critique is that there is some confusion regarding the hours of the Sidewalk Sale. Next year’s advertising, promotional materials, social media needs to clearly indicate that *retailer participation is based on individual hours of operation*. (Something like that.)

Sidewalk Sale Social Media (E. Steinman) Reports Distributed Day (2) of (6): Original Post (Pinned & Boosted) Reached: 15,400, Total Engagements: 535

Clean & Green – The Downtown Guide updates/printing costs will come in under budget, so the Board approved moving \$5,000 into Advocacy to support part-time sidewalk cleaning services. Working with M. Fogarty of Public Works regarding power washing of BIG Belly trash receptacles.

Busking Ordinance – Hearing at Borough Hall on August 2, 2016.

Shopping & Dining Guides – Updates will go to Steve Pinkston (SP&O) on Friday of this week.

Iron Hill Race Series & Market Street Block Party – Sat., Aug. 20th.

WCU Together - Malcolm presented WCU’s request for program co-sponsorship. The committee sent the request to Advocacy for consideration.

Clydesdales – First Friday, September 2nd.

After Work Wednesdays – Propose to retailers and restaurants for September through December. BID will prepare / distribute memos to downtown businesses with specifics on the promotion, and to encourage consistent participation during the months of September, October and December.

Holiday Advertising / Promotions: BID will subsidize a radio campaign. Contact WXPB, Pandora reps to arrange meeting to discuss options and timing.

Next Meeting: Thursday, August 18, 2016 – 8am – BID Office Conf. Rm.

West Chester Business Improvement District
Design Committee
Minutes
August 5, 2016 | 8:00am

Present: Ray Ott, Chair; Holly Brown; Fred Gusz. Malcolm Johnstone, Tom Wang.

Comp Plan

Holly advised the group that the West Chester Comprehensive Plan is scheduled to be completed by December, 2016.

Parking garage signage

Clark Elms is the new Borough Parking Director. He will be invited to discuss the situation with the signage on the outside of the Chestnut Street parking garage. They are failing and should be replaced.

Downtown Banners

While Borough Council has approved the concept of installing new banners downtown, funding is not forthcoming. However, Malcolm advised the group he will meet with the new director of CCHS, Elizabeth Laurent, and will discuss banner options with her.

Bus Shelter

There was discussion about the need for a bus shelter at High & Gay. It is likely that there are no public funds to support this but there may be an opportunity for private funds to build one. Timothy Phelps from TMAAC will be invited to meet with the group and further discuss this.