

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

Agenda

BID Office – 119 N. High Street

August 8, 2017

- I. Introductions & Public Comment:** (Brown)
- II. Approval of July Minutes** (Brown)
- III. Comments of Chair** (Brown)
- IV. Executive Director Report** (Johnstone)
-Assessment Late Notices, EDR Licenses,
West Chester Parking Master Plan
- V. Treasurer/Finance, and Committee Reports** (See Drop Box)
- VI. PDC Annual Assessment:** Aliyah Furman, Dave Zellers

Next Meeting: Tuesday, September 12, 2017 – 8am – BID Office Conf. Rm.

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
July 11, 2017**

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

- I. **Introductions:** No Introductions / Public Comment
- II. **Approval of May and June Minutes:**
 - Motion to Approve May Minutes*
 - Motion Passed: (May / Winston)*

 - Motion to Approve June Minutes*
 - Motion Passed: (Holliday / May)*
- III. **Comments of Acting Chair:** (Riper) Mark Yoder provided an update on the proposed office move to 137 N. High St. The Planning Commission approved the Chamber's Conditional Use request by a vote of 4/0. The request will go, next, to Public Hearing on July 18, 2017 at 6pm.
- IV. **Executive Director Report:** (Johnstone) *See Report* The PA Downtown Center (PDC), along with the PA Dept. of Community & Economic Development (PA DCED) will conduct an assessment of the BID on 8/8, the date of the Board of Directors meeting. (*Pennsylvania Downtown Center PA DCED Designated Community On-Site Assessment Primer* distributed) The review is required in order to maintain Designation as a Main Street Community. The BID has completed an RFP to host the PDC's Annual Conference, taking place June 3-6, 2018. Total assessed value within the BID has increased by \$16,038,620 to \$115,140,920 in 2016/2017, providing an estimated \$111,629 in new taxes, annually, to the Borough. Malcolm has scheduled vacation July 21 through August 1.
- V. **Treasurer & Finance** (Blakely) *Report Distributed* Approx. \$240,000 in assessment payments received, so far. Expenses within budget. Revised budget from \$395,000 to \$411,000.
 - Motion to approve Revised Budget, with additional funds dedicated to Marketing, Personnel, and Rent.*
 - Motion Passed: (May / Yoder)*
- VI. **Borough Update:** (D. LeBold) A Public Hearing to consider an ordinance for the creation of a Public Arts Commission is scheduled for August. The master parking plan will be the subject of several public meetings scheduled for early August, with town center parking (Eli Kahn Development) as a priority discussion point.

Bernie Flynn (Ward 6) has received complaints concerning trash along Gay St. (Johnstone- trash cans at Starbucks are a main issue) Considering Pedestrian Mall, with periodic closings, on Gay St. Considering replacement of tree wells. (Johnstone) Reinvent Swingin' Summer Thursdays to model after Media's Dining Under the Stars. Kahn's plaza proposal will go to Smart Growth in August.

VII. WCDF (Holliday) Up on the Roof \$33,000 Net. Planning is underway for the West Chester Preservation Awards. Grant application deadline: July 31.

VIII. Committee Reports:

Advocacy (Johnstone) See Report The downtown restaurant community is concerned with the possible proliferation of Economic Development Restaurant Liquor Licenses. The BID will meet with representatives from the restaurant community to hear their concerns and will then communicate those concerns to the Borough and the County. Bernie Flynn recommended that the BID work with the Chester County Intermediate Unit to develop a program for sidewalk cleaning.

Business Attraction (No Meeting / No Update)

Customer Attraction (Riper) See Report As noted under *Treasurer & Finance*, the Board approved \$10,000 to be dedicated to updating and reprinting the Downtown Guide. Summer Sidewalk Sale – July 20-22.

Design (Johnstone) See Report Distributed draft of proposed zoning change for Kahn's proposed plaza development. The committee recommends that the BID publicly support the plaza development.

IX. Executive Session:

-Motion to adjourn the Board of Directors meeting and convene Executive Session to discuss items of Personnel, and Property. (May / Crisp)

Property: *As a result of a request made by Mark Yoder:*

-Motion to approve that the West Chester BID pay the Greater West Chester Chamber of Commerce \$900 per month, for up to three months, during the 4th Qtr. Of 2017, if the final available cubical in not rented.

-Motion Passed: M. Yoder (Abstained); R. May (Dissenting Vote)

Personnel: Annual Increases

-Motion to approve that all full-time BID staff members be given a 2% raise, effective on their annual effective hire date, and the Executive Committee undertake to do a review of the Executive Directory by year end and make a recommendation to the Board of Directors for next year.

-Motion Passed: (May / Blakely)

The Board of Directors meeting was reconvened and adjourned.

Next Meeting: August 15, 2017 – 8am – BID Office Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | July 8 – August 7, 2017

PDC assessment of the BID takes place during Board Meeting

David Zellers, Pennsylvania Downtown Center (PDC), along with Aliyah Furman, PA Dept of Community & Economic Development, will be at the BID Board Meeting to conduct a review of the BID as part of a day long assessment. This is to maintain our Designation as a Main Street Community which provides the BID good positioning for grants and other resources. **Please make every effort to attend this important meeting.**

Parking recommendations

Based on recommendations made by members of the downtown retail community and comments heard at recent West Chester Master Parking Plan meetings, I will be putting together a set of recommendations and discussion points for the BID at the Advocacy Committee to be considered by the Board and forwarded to the Borough.

Economic Development Restaurant Liquor Licenses

There is no small amount of discussion within the downtown restaurant community about the relatively new Restaurant Economic Development Liquor Licenses (EDR) beginning to proliferate in West Chester. I am currently collecting information about this issue and intend to prepare a full report to the BID Board with recommendations.

Delinquent assessment payments

There are approximately 38 outstanding assessment payments for 2017. The BID will send a notices of a delinquent invoice to those property owners.

BID Budget v. Actual - July 2017

	<u>Jan - Jul 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
BID Lein Legal Fee Reimbursed	2,100.00		
BID Property Assessment - 2017			
BID Property Assessment - 2017	272,500.00	200,000.00	72,500.00
Total BID Property Assessment - 2017	272,500.00	200,000.00	72,500.00
Borough of West Chester In Lieu	85,000.00	85,000.00	0.00
WCDF Program Income	15,000.00	15,000.00	0.00
Total Income	374,525.00	300,106.62	74,418.38
Gross Profit	374,525.00	300,106.62	74,418.38
Expense			
BID OFFICE OPERATIONS			
Total BID OFFICE OPERATIONS	45,694.61	40,408.70	5,285.91
BID PROJECTS			
ADVOCACY			
Total ADVOCACY	53,588.51	72,384.26	-18,795.75
MARKETING			
Total MARKETING	52,758.39	54,120.38	-1,361.99
Total BID PROJECTS	106,346.90	126,504.64	-20,157.74
PERSONNEL			
Total PERSONNEL	54,984.56	71,272.26	-16,287.70
Prior year expense	821.56		
Total Expense	209,415.84	239,241.41	-29,825.57
Net Income	165,109.16	60,865.21	104,243.95

BID checking account balance as of July 31, 2017: \$133,304
 Assessments outstanding: Approx. \$36,500

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January through July 2017

	Jan - Jul 17	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
BID Accounts Interest	0.00	81.62	-81.62
BID Lein Legal Fee Reimbursed	2,100.00		
BID Property Assessment - 2017			
BID Prop Asmt.-Late Fees 2017	-0.54		
BID Property Assessment - 2017 - Other	272,500.00	200,000.00	72,500.00
Total BID Property Assessment - 2017	272,499.46	200,000.00	72,499.46
Borough of West Chester In Lieu	85,000.00	85,000.00	0.00
Donations	0.00	25.00	-25.00
Gift Card Program Income	-75.00		
WCDF - (Repay Loan)	0.00	0.00	0.00
WCDF Program Income	15,000.00	15,000.00	0.00
Total Income	374,524.46	300,106.62	74,417.84
Gross Profit	374,524.46	300,106.62	74,417.84
Expense			
BID OFFICE OPERATIONS			
Accounting/Audit	6,500.00	6,500.00	0.00
Bank Fees / Overdraft Charges			
Interest - Loan Acct	0.00	361.69	-361.69
Late Fees Incurred	0.00		
Total Bank Fees / Overdraft Charges	0.00	361.69	-361.69
Bookkeeping Expense	1,200.00	2,450.00	-1,250.00
Donations	0.00	100.00	-100.00
Exec. Dir. - Entertainment Exp.	3,110.30	466.69	2,643.61
Exec. Dir. - Travel Expenses	1,592.64	1,283.31	309.33
Exec. Dir. Consulting Exp.	34.56	75.00	-40.44
Insurance			
Administrator - Workers Comp.	1,936.00	1,108.31	827.69
Insurance - D&O	2,427.00	1,444.31	982.69
Total Insurance	4,363.00	2,552.62	1,810.38
Legal Fees / Assessment Coll.	1,965.43	875.00	1,090.43
Memberships / Subscriptions			
CLASSIC TOWNS - DVRPC	2,500.00	1,458.31	1,041.69
Memberships/Subscriptions-Other	0.00	1,458.31	-1,458.31
Memberships / Subscriptions - Other	2,571.40		
Total Memberships / Subscriptions	5,071.40	2,916.62	2,154.78
Office Equip. Maint./Repair	282.58	1,166.69	-884.11

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January through July 2017

	Jan - Jul 17	Budget	\$ Over Budget
Office Equipment Lease	901.20	984.69	-83.49
Office Supplies	1,054.38	1,166.69	-112.31
Parking Validation	1,065.00	1,166.69	-101.69
Postage	719.85	291.69	428.16
Printing	0.00	291.69	-291.69
Rent	11,270.00	11,270.00	0.00
Train. & Dev. / Conf.	1,162.19	1,750.00	-587.81
Travel & Mileage	919.55	291.69	627.86
Utilities	1,632.53	2,207.94	-575.41
Website / Computer/ Phone	2,850.00	2,240.00	610.00
Total BID OFFICE OPERATIONS	45,694.61	40,408.70	5,285.91
 BID PROJECTS			
ADVOCACY			
Clean and Green			
Clean & Green Supplies	0.00	294.00	-294.00
Clean and Green - Other	48.86		
Total Clean and Green	48.86	294.00	-245.14
 Director Salary & Benefits			
Director- Health Insurance Ben.	0.00	13,037.50	-13,037.50
Director - Life Insurance Ben.	0.00	192.50	-192.50
Director Benefits	-381.50	0.00	-381.50
Director Pension Costs	863.64	982.94	-119.30
Director Salary	50,521.26	50,377.32	143.94
Total Director Salary & Benefits	51,003.40	64,590.26	-13,586.86
 Flower Beautification	 2,536.25	 7,500.00	 -4,963.75
Total ADVOCACY	53,588.51	72,384.26	-18,795.75
 MARKETING			
Convention Center Visitors Guid	0.00	300.00	-300.00
HOTEL MARKETING PROGRAMS	70.00	120.00	-50.00
MARKETING BROCHURES			
WC DOWNTOWN GUIDE			
CTM BROCHURE DISTRIBUTION	6,521.75	6,351.31	170.44
Total WC DOWNTOWN GUIDE	6,521.75	6,351.31	170.44
 Total MARKETING BROCHURES	 6,521.75	 6,351.31	 170.44
 MARKETING OUTREACH			
DESTINATION MARKETING DMO	106.76	2,916.69	-2,809.93
Social Media Advertising	3,082.52	5,250.00	-2,167.48
Total MARKETING OUTREACH	3,189.28	8,166.69	-4,977.41

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January through July 2017

	Jan - Jul 17	Budget	\$ Over Budget
Newsletter Design/Printing/DB	45.00		
PRINT MEDIA			
COUNTY LINES MAGAZINE	6,075.00	4,500.00	1,575.00
CVB Visitors Guide	1,395.00	860.44	534.56
FIG - WEST CHESTER	7,500.00	5,000.00	2,500.00
Phila Convention Ctr Visitguide	300.00		
PRESERVATION MAG. READER SERVIC	825.00	825.00	0.00
Print/Design/Photo Media	0.00	1,504.44	-1,504.44
RECREATION NEWS	2,049.00		
W. C. PARKS & RECREATION GUIDES	250.00	375.00	-125.00
WC PRESS	0.00	2,000.00	-2,000.00
PRINT MEDIA - Other	541.19		
Total PRINT MEDIA	18,935.19	15,064.88	3,870.31
RADIO/TV/VIDEO			
BRANDING VIDEO	0.00	765.00	-765.00
TV - Brandywine Visitors Chan.	4,950.00	2,887.50	2,062.50
VIDEO	963.00		
Total RADIO/TV/VIDEO	5,913.00	3,652.50	2,260.50
Sidewalk Sale	52.80	2,000.00	-1,947.20
SPONSORSHIPS			
BRIDAL GUIDE	1,509.00	1,000.00	509.00
HISTORY/PRESERVATION MONTH	5,027.37	5,000.00	27.37
RESTAURANT WEEK	0.00	0.00	0.00
SWINGIN' SUMMER THURSDAY	0.00	3,300.00	-3,300.00
WEST CHESTER FILM FESTIVAL	5,000.00	5,000.00	0.00
Total SPONSORSHIPS	11,536.37	14,300.00	-2,763.63
WC CHAMBER OF COMMERCE			
GALLERY WALK SPONSORSHIP	1,500.00	1,750.00	-250.00
Iron Hill Bike Race Sponsorship	2,500.00		
Total WC CHAMBER OF COMMERCE	4,000.00	1,750.00	2,250.00
WEBSITE			
DOMAIN REGISTRATION	40.00		
WEBSITE ENHANCEMENTS/SEO	2,380.00	2,415.00	-35.00
Total WEBSITE	2,420.00	2,415.00	5.00
MARKETING - Other	75.00		
Total MARKETING	52,758.39	54,120.38	-1,361.99
Total BID PROJECTS	106,346.90	126,504.64	-20,157.74

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January through July 2017

	<u>Jan - Jul 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Payroll Expenses	1,568.21	1,055.81	512.40
PERSONNEL			
BID Employer Taxes	8,189.09	9,216.69	-1,027.60
Clean & Green Manager	1,115.45	3,765.44	-2,649.99
Com. Specialist pension	339.96	204.19	135.77
Communication Specialist	19,890.04	22,166.69	-2,276.65
Employee - Health Insurance Ben	0.00	6,930.00	-6,930.00
Exec. Dir. - HSA contribution	0.00	3,000.00	-3,000.00
Office Manager Pension Costs	421.80	525.00	-103.20
Office Manager Salary	25,028.22	25,464.25	-436.03
Total PERSONNEL	<u>54,984.56</u>	<u>71,272.26</u>	<u>-16,287.70</u>
Prior year expense	821.56		
Total Expense	<u>209,415.84</u>	<u>239,241.41</u>	<u>-29,825.57</u>
Net Ordinary Income	<u>165,108.62</u>	<u>60,865.21</u>	<u>104,243.41</u>
Net Income	<u><u>165,108.62</u></u>	<u><u>60,865.21</u></u>	<u><u>104,243.41</u></u>

West Chester Business Improvement District
Advocacy Meeting
July 28, 2017 | 8am
Minutes

Attendance: Bill Stack, Suzanne Adams, Fred Gusz, Jimmy Jeffers, David Sweet, Bruce Cavin
Staff: Elle Steinman

The previous meeting minutes were reviewed and accepted with no objections.

PDC Assessment

The committee supports the proposal to hold the PDC's annual conference in West Chester. Some questions arose regarding where the sit-down dinner would take place (theater lawn, parking garage rooftop). Further discussion will take place at the next Advocacy meeting.

Economic Development Restaurant Liquor Licenses

The committee needs more information about how the licenses work. No official position was taken by the committee.

- Is it likely that West Chester would even be granted approval?
- Are there any current EDR's that are active downtown (Roots was mentioned but not positive)?

Parking Plan

No recommendations as of right now. The committee needs time to go through the parking plan individually to discuss in detail at the next meeting.

Updates

BID/Chamber relocation: I updated the committee on the move situation as best as I could. Some questions about basement/conference/additional space were brought up. Bruce Cavin offered assistance with the floor plan if needed. He drew the floorplan for the initial space, so he is familiar with the layout of the building.

Other stuff

Any updates on the post office building?

**West Chester Business Improvement District
Design Committee
Minutes
August 4, 2017 | 8:00am**

Present: Roy Smith, Fred Gusz, and Malcolm Johnstone.

Assessment Day

The calendar for Assessment Day of the BID on August 8 was reviewed. The goals of the Design committee were shared to be discussed during the assessment.

Master Parking Plan

Comments were received concerning the West Chester Borough Master Parking Plan with this recommendation:

- On-street parking should be graduated with \$1 the first hour; \$2 the second hour; and \$4 each subsequent hour. This will encourage short term parking on the street and move long-term parking to the garages.

Downtown bench

It was agreed that the bench on East gay at High Street be replaced with a new metal bench such as the ones at the Chestnut Street Garage and that it should have a center arm rest.

West Chester BID Customer Marketing Committee
West Chester BID Office
July 20, 2017

BID Staff: M. Johnstone, E. McGuire, E. Steinman
K. Cavin, T. Crisp, C. Alfree, D. Fairman, C. Meadows, S. Riper

Introductions: Charles Alfree – The Hickman

June Minutes: Distributed

Updates: (Johnstone)

- Downtown Guide – Updates/Print (10,000)
- PDC Annual Meeting – Malcolm submitted a proposal to the Pennsylvania Downtown Center for West Chester to host the annual conference in 2018.
- West Chester Parking Master Plan – The Borough will hold public meetings to gather input from residents, and the business community.
- Brandywine Visitors Channel – Will start shooting video in August.

Summer Sidewalk Sale: Survey business owners to determine if they would like to see the Sale expanded to include June, August, September.

Discussion:

Retail Market Strength – Promote retail clusters and focus on the advantages of shopping at local, small retail businesses, versus on line. Heritage Travel – Include as a component in next year’s marketing planning, expanding upon the Brandywine Traveler concept, highlighting West Chester’s hotels, CCHS, Uptown, etc. Swingin’ Summer Thursdays – Meet with Parks & Recreation to discuss the idea of moving away from a street festival themed event, and in the direction of a Dining Under The Stars experience.

Upcoming Events:

- Summer Thursdays – August 3rd, September 7th.
- First Friday – August 4th.
- Benchmark Twilight Cycling Classic – August 12th
- Budweiser Clydesdales – Thurs., August 31st (Changed From Sept. 1)
- Chester County Restaurant Festival – September 17th.
- Fall Gallery Walk – October 6th.

Social Media Analytics *June 2017 (Steinman) Report Distributed*

Reach: 60,300; Engagement: 17,603; New Page Likes for a total of 17,379 in June.
Most Engaging Post: *Secret Patios of West Chester*

Next Meeting: Thursday, September 21, 2017 – 8am - BID Office Conf. Rm.