

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

Agenda

BID Office – 119 N. High Street

February 14, 2017

- I. Introductions & Public Comment:** (Brown)
- II. Approval of January Minutes** (Brown)
- III. Comments of Chair** (Brown)
- IV. Executive Director Report** (Johnstone)
- V. Treasurer & Finance** (Blakely)
- VI. Borough Updates** (LeBold)
- VII. WCDF** (M. Holliday)
- VIII. Committee Reports:**
 - Advocacy (Johnstone)
 - Business Attraction (May / Walsh)
 - Customer Attraction (Riper)
 - Design (Johnstone)
- IX. Executive Session: Personnel Policy / Issues**

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

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
January 10, 2017**

Present Board: H. Brown, C. Blakely, M. Holliday, D. LeBold, R. May,
M. Reece, S. Riper, W. Scott, T. Walsh, A. Wetzel,
K. Winston

Absent Board: T. Crisp, M. Kichline, L. Nelson, M. Yoder

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

- I. Introductions & Public Comments:** Diane LeBold, Mike Reece, and Ken Winston were introduced as recent appointments to the BID Board of Directors:

Diane is currently serving a term on Borough Council, and has served, previously, on Borough Council (2000-2004), and the Chester County Planning Commission. Diane is a resident of the Borough of West Chester.

Mike is with Fulton Bank's regional management, and a resident of the Borough of West Chester.

Ken is the Executive Director of the Charles A. Melton Arts & Education Center, and a resident of the Borough of West Chester.

Matt Holliday will be appointed to the BID Board of Directors, after the WCDF considers recommendations for their Board and votes at the February meeting.

Matt is the Chester County Prothonotary, serves as President of the WCDF, and is a resident of the Borough of West Chester.

- II. Approval of December Minutes:**

Motion to approve December Minutes:

Motion passed: (Riper / May)

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

About 500 guests attended Uptown!'s New Year's Eve Grand Opening Gala! Richard noted that Holly Brown is President-Elect of Uptown!

Selection of West Chester BID Officers:

Chair – Holly Brown; Vice-Chair – Sandy Riper;

Treasurer – Chris Blakely / Mike Reece;

IV. Executive Director Report: *Report Distributed*

Long-time BID Board member, Richard May, has been chosen as Citizen of the Year, and will be honored at the GWCC Annual Banquet on February 7, 2017. Board and staff are invited to attend the National Main Streets Conf., taking place in Pittsburgh on May 1. BID is a contender for the Great American Main Street Award. Please contact Elizabeth if you wish to attend. West Chester will hold a GAMSAs celebration of its own on May 11th at CCHS. Mac Cotter has announced Maribel Fernandez as the new Deputy Borough Manager for Human Resources and Communication. Ms. Fernandez began her tenure with the Borough on January 3, 2017. Downtown West Chester's Facebook 'Likes' increased 182-percent from 3,965 to 11,173 in 2016. Total reach was 2.5-million, an increase of 178-percent. Website traffic slowed down, some, to 300,000. Combined with conventional marketing, the reach for downtown exceeded 3-million.

V. Treasurer & Finance (Blakely) *Reports Distributed January-December 2016 – Budget vs. Actual*

Income Budgeted: \$384,000 – Income Actual: \$374,913

Difference is due to several unpaid assessments.

Expenses came in at \$1,680.00 over budget. Finance received three proposals for the 2016 audit. Maulo & Co. came in as the low bid at \$6,500.

Motion to accept 2016 Budget Report

Motion passed: (Riper / Walsh)

Motion to accept audit proposal from Maulo & Co.

Motion passed: (Riper / Walsh)

VI. Borough Update: (LeBold) The current draft of the Borough Comprehensive Plan will be considered for final approval on January 30, 2017, was distributed. It includes a list of items related to BID.

Motion to approve BID-related items noted in the current draft of the Borough's Comp Plan.

Motion passed: (Walsh / Scott)

At the Jan. 17 work session, Council will vote on recommendation of Denise Polk for appointment to Borough Council. Zukin Properties may go before Council on Jan. 17 to present possible changes to the proposed 120-room hotel development at Gay & Walnut.

- VII. WCDF (Holliday)** A vote on board appointment recommendations will take place at the February 2017 Board of Directors meeting. Requests for sponsorships of the June 3, 2017 Up on the Roof will go out this week.

VIII. Committee Reports:

Advocacy (Johnstone) The committee is in need of a chair, to replace Fred Gusz. The committee continues to review five-year goals. The BID will continue to support and promote the GoFundMe.com for downtown security cameras. Diane LeBold conveyed a request to BID and WCU, from Chief Bohn, for financial support of the new borough security camera program. (Adam Wetzel noted that maintenance / repairs of existing borough cameras should be included in the program) The issue of skateboarders in Prescott Alley will be discussed at the January Public Safety Committee.

Business Attraction: (Walsh) The PA DCED has indicated that a decision to fund the Anchor Block Grant-to-Loan will be made in late January.

Customer Attraction: No Meeting / No Report

Design: (Johnstone) No Meeting / No Report

The committee is in need of a chair, to replace Ray Ott.

- IX. Other Business:** Request that Borough Council consider extending free on-street metered parking to all first Fridays, to include January and February.

Next Meeting: Tuesday, February 14, 2017 – 8am – BID Office

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | January 7 – February 10, 2017

West Chester chosen to be case study for Pennsylvania

The Pennsylvania Department of Community & Economic Development (DCED) is in the process of publishing a three part series of blogs that hail West Chester as being transformed from blighted to vibrant. This came on the heels of the selection of West Chester as a semi-finalist for a Great American Main Street Award.

Travel writer comes to downtown

Stephanie Kalina-Metzger, a freelance writer from Camp Hill PA with a focus on travel, food, events and health, was hosted by the BID to share her experience of visiting downtown on Saturday, January 28. It was arranged by Recreation News of Washington DC. She visited the Chester County Historical Society and a number of shops and restaurants. More than 385 of her articles have appeared in 21 publications.

Bartenders Ball

After a one-year hiatus, The WC Press returned as hosts of the Bartenders Ball, the West Chester Bar & Restaurants Industry's annual fundraising gala held at the Chester County Historical Society on January 29. The sold out event raised funds for a number of organizational projects including the West Chester Police Department Public Safety camera project.

Uptown! Knauer Performing Arts Center

After six years of hard work, Uptown! Entertainment Alliance has completed the theater venues at the new Uptown! Knauer Performing Arts Center and is now launching the first calendar of live theater events appearing on three stages. The highlight is the Resident Theatre Company's production of Monty Python's Spamalot running March 31 through April 16, 2017. Tickets are now on sale, don't miss it!

"The performance line up offers quite a variety," said Tom McEvoy, President of Uptown! Entertainment Alliance. "It truly showcases how dynamic the new performing arts center will be to the region."

Malcolm's schedule

I will be attending the statewide PA Managers Meeting on Wednesday, February 15, in Harrisburg.

- *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
Advocacy Meeting
January 27, 2017 | 8am
Minutes

In attendance: Holly Brown, Acting Chair; Fred Gusz, Roy Smith, Bruce Cavin, Dave Sweet, Suzanne Adams. Staff: Malcolm Johnstone

The previous meeting minutes were reviewed with no objections.

Five Year Goals

The committee had previously considered the first year progress of the BID Authority Organization. That information was sent to Suzanne Adams for consideration of inclusion in the Pennsylvania Downtown Center's report.

Boro Comp Plan

The Borough Comprehensive Plan will be considered at a meeting on January 30, 6-8pm, at Borough Hall. Holly and Malcolm met to discuss the following changes to the implementation Plan that concern BID. They are as follows:

- #1.24 pg. 46: under possible funding source add - DVRPC & PDC
- #1.25 pg. 46: under Recommendation - change the word "responsibilities" to "priorities".
- #1.29 pg. 47: under Recommendation - add "Example: tighten retail overlay district definition."
- #1.30 pg. 48: under both Responsible Party and Possible Funding Source - add West Chester Chamber of Commerce.

Zukin Hotel Project

The proposed hotel project at Gay & Walnut will be considered by the Borough Council on Tuesday, February 14, 2017, at 6pm.

Transitional structures

The F&M Building will have an Open House to promote office rentals on the upper floors. Further, progress is being made to open a steak house on the first floor.

Sidewalk vacuum

A portable sidewalk vacuum has been purchased by the BID to suck up debris, primarily cigarette butts.

Storm water fee

A public meeting to discuss the new storm water fee will take place on February 2 at 6:30pm at the Borough Hall. The BID is advising the downtown stakeholders that it is taking place.

Theater signage

The Knauer Performing Arts Center will be asking the Borough for an exemption to allow a 4'x8' monument sign at their site. Since this is a gateway development for the downtown, it was agreed that this exemption was reasonable.

Public Safety cameras

The Bartenders Ball will donate a portion of the proceeds to Public Safety camera program being instigated by the WCPD. The BID continues to administrate the GoFundMe site under the direction of the Police Chief.

WEST CHESTER BID
Business Attraction Committee
MINUTES
February 7, 2017 | 8am

Present: Richard May, Holly Brown, and Chris Blakely. Staff: Malcolm Johnstone

Minutes

Minutes were reviewed and approved with a correction.

Kickstart program

Malcolm pointed out that the BID was now implementing a Kickstart Program to assist new downtown businesses and existing businesses requesting support on a limited basis. The program primarily uses the marketing resources available at the BID.

Borough Comp Plan

The proposed Borough Comprehensive Plan was reviewed at a public hearing on January 30, 2017 with some suggested changes. It was continued to the Full Borough Council meeting on February 15, 2017.

BID Goals

The BID will receive an annual assessment by the Pennsylvania Downtown Center later in the year. The Committee will be prepared to address progress that has been made towards the goals of the BID 5 Year Plan.

Anchor Building Grant for Theater

It is clear that the budget situation for Pennsylvania could be problematic for the requested funds from the PA Dept of Community and Economic Development Anchor Block Grant-to-Loan that the Borough has applied for, and supported by the BID. No decision has been made as of yet.

The USDA continues to be interested in loan funding for the Theater project and has requested information from the theater group to complete a qualifying loan application.

Hotel updates

Zukin Properties will meet with the Borough Council on February 14, 6pm, to work out details allowing the proposed hotel development at Gay & Walnut to proceed (or not).

Downtown Business Almanac

Almanac was reviewed and corrections/updates were provided including the potential for related businesses for the new theater project.

Other items

Holly recommended that Kitchen Capers be recruited to West Chester.

Next meeting: March 7, 2017

West Chester BID Customer Marketing Committee

January 19, 2017 | 8am | West Chester BID

Present: D. Brandt, K. Cavin, T. Celia, B. Deeney, D. Fairman, G. Lusby, M. Manning, C. Meadows, J. Moyer, S. Riper

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

Introductions:

- Deb Brandt, Creative Director & Owner, Fig Industries
- Gretchen Lusby – Director, Fig West Chester
- Brittany Deeney – CCHS – Venue Sales & Marketing Manager
- Tony Celia – AlottaJava

November Minutes: *Distributed (No Meeting in December)*

Tony Celia introduced *AlottaJava* Gift Certificate Program. Gift Certificates are purchased on-line and currently redeemable at six West Chester coffee/breakfast locations- four of which are downtown.

Deb Brandt, Fig Industries: Gretchen Lusby, Director, Fig West Chester was introduced. 2017 is the fifth anniversary of Fig West Chester! Initiatives for 2017 include expanding *Fig Date Book*, and increasing the number of distribution centers, events.

Jenn Moyers provided an update on activities of Resident Theater Company.

Retail Sales: The mediocre outlook of retail sales for at least several years prior, now includes 2016, with business commonly described as “flat”. The committee discussed several ideas for increasing downtown foot traffic: Chamber and BID work together to expand Small Business Saturdays. Reintroduce *Think, Shop, Buy Local* program in the Fall. Continue to plan and promote retail events. Use digital to get customers into stores!

After Work Wednesdays – Better for some, than others. Revisit in early Spring.

Zukin Properties will present to Borough Council, next month, possible changes to the proposed 120-room hotel development at Gay & Walnut Streets.

Social Media & Website Analytics Report: (E. Steinman) *Report Distributed*

Facebook: Jan. 1, 2016 – Dec. 31, 2016: Total Reach: 2,494,344 – 178% Increase Fm. 2015
Cumulative 2016 Social Media (*Facebook, Twitter, Instagram*) Activity (*Likes, Followers, Reach, Engagement, Impressions*) 2,541,764

Next Meeting: Thursday, February 16, 2017 – 8am – BID Office Conf. Rm.

**West Chester Business Improvement District
Design Committee
Minutes
February 3, 2017 | 8:00am**

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

Banners

Total funding for the first phase of placing banners on certain poles in downtown is now in place. The first set of banners will have designs of the Chester County Historical Society and the Adrian Martinez and Humphry Marshal exhibit. It has been pointed out by certain marketers that banners providing event information encouraging visitors to return downtown were effective. This first set will be considered a demonstration program.