

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY**

**Tuesday, January 13, 2015**

**Agenda**

**BID Office – 119 N. High Street**

- I. Introductions & Public Comment (Brown)
- II. Approval of December Minutes (Brown)
- III. Comments of Chair (Brown)  
-Board Appointments: Update
- IV. Executive Director Report (Johnstone)
- V. WCDF (Wileczek)  
-Board Appointments: Consideration of D. Sparre, R. Smith
- VI. Treasurer & Finance (Blakely)
- VII. Committee Reports:
  - a. Advocacy (Gusz)
  - b. Business Attraction (May/Walsh)
  - c. Design – (No Meeting / No Update)
  - d. Marketing / Customer Attraction (Meadows)
- VIII. Other Business:

**Next Meeting: Tuesday, February 10, 2015 – 8am – BID Office**

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
December 9, 2014**

**Present Board:** C. Blakely, H. Brown, P. Comerford, F. Gusz, R. May, L. Nelson,  
R. Ott, R. Smith, T. Walsh, A. Wetzel, K. Wileczek, M. Yoder  
**Absent Board:** C. Meadows, R. Costello-(S. Fromnick), L. Nelson, W. Scott  
**BID Staff:** M. Johnstone, E. McGuire; and Dan Price – *4 Points Development*

**I. Introductions & Public Comment:** No Introductions / Public Comments

**II. Approval of November Minutes:**

*Motion to approve November Minutes:*

*Motion Passed: (Ott/Gusz); Brown-Abstained - (Absent Nov. Mtg.)*

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

BID Advertised Meeting Schedule 2015: *Meeting Dates Distributed*

*Motion to approve 2015 West Chester BID Advertised Meeting Schedule:*

*Motion Passed: (May/Brown)*

*Motion to approve slate of 2015 BID Officers:*

*-Holly Brown – Chair*

*-Bill Scott – Vice-Chair*

*-Chris Blakely – Treasurer*

*-Kathy Wileczek – Secretary*

*Motion passed: (Walsh/Ott)*

A recent letter from the Post Office indicated that they continue to review documents from consulting parties. Roy will present the Borough's Smart Growth Committee with an update on the status of the Post Office.

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

The Borough's offer of free parking on Black Friday, and the BID's and Chamber's efforts to promote shop local programs are an asset to small, family-owned Downtown businesses. Malcolm and Mark Yoder will be meeting with the Borough's Parking Dept. to discuss expanding free parking to include all of Black Friday weekend in 2015. An article in the December issue of County Lines Magazine supported seasonal shopping in the Downtown. Another article, promoting Downtown dining, will run in County Lines' January issue.

**V. WCDF: (Wileczek)** The WCDF will assume the assets of the West Chester Civic Assoc. during a court hearing expected in January. The Board seeks to fill two vacancies on its Board of Directors. The \$10,000 contribution has been made to the BID to support the downtown beautification program. Will, again, sponsor downtown caroling during the 2014 holiday season.

**VI. Treasurer & Finance: (Blakely) – *Reports Distributed at Meeting***

*Motion to approve Preliminary 2015 Budget, subject to revisions in January 2015.*

***Motion passed: (Ott/May)***

The Board has requested a \$15,000 increase in the Borough annual contribution to the BID to support West Chester's participation in the Brandywine Initiative program. During a meeting with Borough Council President, Jordan Norley, and Borough Manager, Mac Cotter, the BID was informed that this program meets the criteria for the Borough's planned economic development programs and, therefore, has been included in the Borough's Preliminary 2015 Budget.

**Committee Reports:**

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

Suzanne Adams made a presentation to the committee about the proposed West Chester Food Co-op. They are working towards identifying a structure and the Post Office is a strong candidate. Malcolm reminded the committee that a \$500,000 redevelopment grant from DCED is being looked at as a potential funding source. It was agreed that developing the Pfizer property with destination stores of medium-sized storefronts, with front-loaded parking, of specific categories, such as home furnishings, appliances, home & garden, landscaping, and electronics, would complement the downtown.

**b. Business Attraction: (May/Walsh) See Reports & Almanac**

Dan's 2014 storefront analysis shows 97% of downtown storefronts as currently occupied – up 5% over last year. (Analysis does not include proposed development) A Conditional Use Hearing for the Mosteller Development is scheduled for December 6<sup>th</sup>. As part of the 2015 retail recruitment plan, Dan is creating a consortium of the five retail recruiters in PA (West Chester, York, Carlisle, Chestnut Hill and Lower Merion).

**c. Design: (Ott) See Report**

Projected paid/pending Façade Grant projects, to date: \$49,947.25

**d. Marketing: (Johnstone) See Report**

Regarding the Brandywine Initiative, Malcolm added to the earlier discussion that the pilot program is endorsed by the PA DCED.

**VII. Other Business / Comments:**

Tom Walsh's suggestion that a committee of BID explore the idea of a dedicated shuttle from Exton train station to Downtown West Chester, will be addressed at Advocacy. *(WCU has been operating a dedicated shuttle service.*

The Board's gratitude and thanks go out to Roy Smith and Patrick Comerford for their dedication and years of service to the BID!

**Next Meeting: Tuesday, January 13, 2015 – 8am – BID Conf. Rm.**

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

Malcolm Johnstone, Executive Director | December 6, 2014 – January 9, 2015

### **Borough Council funds BID for 2015**

The West Chester BID was approved to continue to receive an allotment of \$85,000 for 2015 from the Borough parking budget. The BID and downtown stakeholders appreciate the continued support of our most valuable partner.

### **So now what do we need to do?**

The year ended with a number of accomplishments achieved along with a number of opportunities we can look forward to. Beyond the regular program items, we need to keep the following items in our sights:

- The BID will need to be re-authorized.
- Goal and vision statements updated.
- Consideration given to a new lease or relocation.

### **Council gives RDA a directive for Post Office**

The Borough Council directed the West Chester Redevelopment Authority to consider what type of a pro forma would work for acquisition of the Post Office. At this time, there are two different approaches being considered, each with a below-market value cost. I have met with staff from Senator Casey's office and with Senator Dinniman to begin discussion of conveyance.

### **West Chester receives recognition as a Great Neighborhood**

The Pennsylvania Chapter of the American Planning Association (PA-APA) proudly announced that West Chester was chosen to be among Great Neighborhoods and Public Spaces for 2014 through its Great Places in Pennsylvania Program. It identifies places of exemplary character, quality, planning, identity, cultural interest, and community involvement, and have a sustainable vision for the future. They serve as a model for other communities. David Ward, Assistant Director of the Chester County Planning Commission and member of the PA Chapter of the American Planning Association, will be presenting the Great Places Certificate to the West Chester BID Authority Board and Borough Mayor at the Borough Council Meeting on Wednesday, January 21, 7pm.

### **End of year web traffic analysis**

202,000 users visited DowntownWestChester.com a total 288,000 times, which was 50,000 more visits than last year. This is an increase of 21-percent demonstrating the still growing popularity and usefulness of the site.

### **Borough to be part of case study**

The Borough of West Chester was picked by Rutgers University to be part of a case study for the International Code Council presumably as the updating process for International Code takes place.

### **Quote of the Day**

"Historic West Chester is a great place to do some holiday shopping while enjoying the charms of a 19th century downtown decorated for Christmas." -- From Classic Towns of Philadelphia.

**BID FY 2014 BUDGET**

**December**  
**2014**

**Budget**  
**2014**

<b>Revenue</b>	<b>December</b>	<b>Budget</b>
	<b>2014</b>	<b>2014</b>
Revenues		
Interest Income	\$ 200	\$ 100
Contributions	\$ 0	\$ 0
Late Fees	\$ 1,163	\$ 1,995
Property Assessments	\$ 257,815	\$ 262,000
Borough Parking Fund Allocation	\$ 85,000	\$ 85,000
Fund Raising Programs	\$ 0	\$ 0
Grants-Other	\$ 61,783	\$ 61,783
Miscellaneous Income	\$ 400	\$ 3,250
Sponsorships	\$ 0	\$ 0
<b>Total Revenues</b>	<b><u>\$ 406,361</u></b>	<b><u>\$ 414,128</u></b>

**Expense**

Personnel	\$ 68,826	\$ 70,658
Office Operations	\$ 64,549	\$ 62,421
<b>Customer Attraction (Marketing)</b>	<b>\$ 80,064</b>	<b>\$ 82,000</b>
<b>Business Attraction</b>	<b>\$ 29,521</b>	<b>\$ 31,895</b>
<b>Advocacy</b>	<b>\$ 102,273</b>	<b>\$ 102,859</b>
<b>Design</b>	<b>\$ 58,159</b>	<b>\$ 59,165</b>
<b>Total Expenses</b>	<b><u>\$ 403,391</u></b>	<b><u>\$ 408,997</u></b>

PROVISION FOR CONTINGENCIES

\$ 2,500

\$ 5,131

**Surplus/(Deficit)**

\$ 469

\$ 0

**Month-End Bank Balance**

**\$79,533**

Notes for December Report:

The BID came in very close to budget for the year.

Admin. & Prog Mgr. (prorated): Pay Processing  
Office Operations  
Customer Attraction/Marketing Programs  
Business Attraction Programs/ Program Manager expense  
Directors Salary and Benefits  
Flowers/Façade Improvement/Clean & Green

**West Chester Business Improvement District  
Advocacy Meeting  
December 19, 2014  
Minutes**

In Attendance: Fred Gusz, Chair; Ray Ott, Bruce Cavin, Suzanne Adams, and David Mozzocco.  
Staff: Malcolm Johnstone, Dan Price.

The previous meeting minutes were reviewed and approved.

**Comprehensive Plan**

Copies of the most recent draft were distributed and discussed. There are still concerns over development suggestions of the Pfizer property. Recommendation is to have the Board strongly urged to have the language changed to reflect that the Pfizer property not be developed into a commercial mixed-use “Life-Style Center” with free, unlimited curbside, side, or rear parking and “Class-A” vanilla shell retail space that encourages store-to-store browsing since that would be competitive with the downtown and would shift market value from the downtown. Far better would be destination stores of medium-sized storefronts (50,000-100,000 sq ft minimum), with front loaded parking, of specific categories such as home furnishings, appliances, home & garden, landscaping, and electronics. Further, the Chester County Economic Development Councils suggestion that a high-tech research center be considered for development should also be considered.

The Chester Creek parkway linkage in the draft Comp Plan is shifting to the existing sidewalks.

**2015 Annual Goals**

Malcolm presented a draft of 2015 goals for consideration. It was agreed that it should be expanded to include links each one of the projects and programs currently in place.

**Committee to Re-establish Rail Service to West Chester**

At the last Board meeting, Tom Walsh recommended, and the Board agreed, to have Advocacy consider having the BID participate on some level with the Borough’s Committee to Reestablish Rail Service to West Chester. It was agreed that the BID is totally open to providing support to the committee should they request it.

**Outreach Meetings**

The BID will begin outreach meeting as early as January with a possible retail presentation by Graham Copeland on retail expansion on the internet.

**Plaza Development**

The E. Kahn Development Corporation is currently in the process of gaining conditional use for a 75-foot mixed-use commercial structure at the southeast corner of Gay & Church Streets. This process must be completed before the proposed plaza development is considered which calls for 45,000 square feet of retail space on the ground floor and office space on the upper levels along with a public plaza at the corner. The next hearing date for the Mosteller development is January 22, 2015, 6:00pm, at Borough Hall.

**BLUER**

Dave advised the group that BLUER is discussing the future of its activities with the Borough since its charter is coming to an end.

**Post Office**

The Borough Council has agreed to have the Redevelopment Authority put together a plan that will work for conveying the Post Office to the Borough.

**Clean & Green**

An estimate for having Gary Zang maintain the new planter at Church and Chestnut will be considered.

**Minutes**  
**Business Attraction Committee**  
**West Chester Business Improvement District**  
**January 6, 2015**

**In attendance:** Tom Walsh, Chris Blakely, Fred Gusz, Greg Radford.

**Staff:** Malcolm Johnstone & Daniel Price

**Minutes:** Approved by Chris Blakely (second by Fred Gusz)

**Post Office:** The RDA met Monday morning and began the process of a preliminary pro forma to buy the post office at either \$0.00 or \$100,000.00. The next step is to get access to the facility. From that point, the goal will be get to the point where the borough will ask the Post Office for first right or refusal before a possible bidding process. The Post Office would stay in the facility and the Co-Op would be in the building as well. The Co-Op's survey had 378 replies and they plan to have a kick off event on March 15<sup>th</sup> at Sprout Music Collective.

**Visitor Center:** Dan, Malcolm & Mark met with Tom Myles (F&M building owner) about the possibility of purchasing the Swope Building. The eventual goal would be to move the Chamber & BID offices to that building along with other businesses to fill the building. Dan is currently exploring the possibility of a potential tenant for the second floor that could help fill the building if it was purchased.

**Development:**

**-Mosteller:** There will be a meeting to discuss this project on January 22<sup>nd</sup> at 6:30 pm at borough hall.

**-F&M:** Met with owner Tom Myles who plans to begin work on the hotel by late 2015.

**-Zukin:** Currently in the courts with no update.

**-McCool:** The project is moving along, but the only known tenant is Jimmy Johns (chain business, not the Jimmy Johns from 202)

**Program Manager Report (see attached report):** With the F&M turning into a hotel, Dan will be working with current tenants and the building's relator to find locations for the businesses currently located there. This may lead to filling up much of the professional business office vacancies around town.

22 East Market was recently purchased by Zukin and has the potential to be retail, but also could be an office tenant.

**Business Almanac (see attached report):** 4 new restaurants/retail locations and 2 new businesses opened.

**Theater:** No update

**Other:** Dan met with the retail recruiters of Carlisle and York to discuss strategies and process. He will be meeting with the retail recruiter from Chestnut Hill on Monday the 12<sup>th</sup> of January.

**Meeting adjourned at 9:15 (First by Fred Gusz, second by Chris Blakely)**



Downtown Business Almanac  
West Chester Business Improvement District  
January 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: 4**

Beau Etre: 148 West Gay Street  
G Spot: 152 East Gay Street  
Hookah Express: 113 North High Street  
Couch Tomato Café: 31 West Gay Street

**Office: 2**

Congressman Ryan Costello's Office: Historic Courthouse: 2 North High Street  
Carter/Weeber: 17 South Church

**Opening Soon: 10**

La Baguette Magique: 202 West Market (Winter 2015)  
Lorenzo & Sons pizzeria: 27 North High (Spring 2015)  
Cozy Kabob: 38 East Market (2015)  
The Master's Baker: 319 West Gay (Former Beans): (2015)  
Mediterranean Bakery: 154 W. Gay Street (2015)  
Stifel Investments: 15 East Gay (2015)  
RapidDough:30 South High (2015)  
Refinery Salon: 121 West Market Street (2015)  
Newspaper Stand (Name TBD): 113 North High (2015)  
West Chester Food Market: 117 West Gay: (2015)

**Closed Business: 1**

Dry Cleaning Services: 10 West Gay

**Planned Business changes within the BID: 4**

Hotel Warner expanding into former location of Salon Ooh La La  
Main Line Men's Clothing to expand into 131 West Market  
Salon Ooh La La moving to 133 North Church Street (TBD)  
Baco Taco expanding to adjacent property (8 West Gay Street)

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

Nutrition Does it relocated to 26 South Church Street

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

### Retail Space: 7

#### Gay: 2

- 127 West (Laurentos)
  - Recent Action: Attempting to work with the property owner through mutual friends
  - Strengths: Large building centrally located on Gay Street.
  - Weaknesses: Property owner has shown limited interest in renting the facility
- 6 East (Main Line Men's)
  - Recent Action: Spoke to the agent and have a listing. A few businesses have walked through
  - Strengths: A lot of window space in one of the best locations in town.
  - Weaknesses: Has remained vacant for some time and will need work to repair

#### Market: 2

- 16 East (First Niagara)
  - Recent Action: Referred property to Congressman Costello's office. Realtor close to other prospects.
  - Strengths: Professional space with the potential for retail on a light retail block.
  - Weaknesses: Substantial renovations will need to be made if converted to a retail space.
- 22 East
  - Recent Action: Recently sold. Working with property owner for office/retail space
  - Strengths: Size and build has strong retail potential
  - Weakness: Currently no other retail around the property

#### High: 2

- 1 South (Swope Building)
  - Recent Action: Exploring potential of visitor center.
  - Strengths: Beautiful building at the town's second biggest intersection
  - Weaknesses: Past potential buyers and tenants have been reluctant of the price
- 21 South (RKM)
  - Recent Action: Will be exploring potential business relocation within BID
  - Strengths: Large space with great retail potential based on surrounding businesses
  - Weaknesses: Renovations should be made to accommodate additional uses.

#### 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: 8

220 West Gay

10 North Church

120 North Church

15 West Gay

121 North Walnut

17 W. Miner/Wilmont Mews

Market and Darlington NE Corner building

7 West Gay (Above Iron Hill)

13 East Gay

# West Chester BID Customer Marketing Committee

December 18, 2014 | 8am | West Chester BID Conf. Rm.

**Present:** M. Manning – **BID Staff:** M. Johnstone, E. McGuire, R. Smith

*YTD (December 18, 2014) Actual / Budget Report - (Smith)* Distributed and reviewed.

Budget: \$82,000 vs Actual: \$86,382 = (\$4,382) *Projected*

The Customer Marketing Budget and the Customer Marketing plan must be in sync to ensure accurate tracking in QuickBooks.

*2015 West Chester BID Marketing Program: Dec. 2014* – (Johnstone) Distributed / Reviewed. (Attached) Confirmed planned activities, budget amounts, and unfunded programs, as outlined. Revise plan to include associated costs (design, licensing, etc.) with ad expense. The \$15,000 Brandywine Initiative program will likely receive financial support from the Borough, as it meets the criteria for their proposed 2015 economic development plans.

*Facebook Analytics for Downtown West Chester, PA 2014 Preliminary* (Johnstone) Distributed / Reviewed. (Report and Glossary attached)

***Parking:***

Free Parking (5pm) begins with the April First Friday. (Need to confirm locations)

**Next Meeting:** Thursday, January 15, 2015 – 8am – BID Office

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