

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

June 14, 2016

Agenda

BID Office – 119 N. High Street

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

Next Meeting: Tuesday, July 12, 2016 – 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
May 10, 2016**

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

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

I. Introductions & Public Comment: No Introductions / Comment

II. Approval of April Minutes

*Motion to approve April Minutes:
Motion Passed: (Gusz / Walsh)*

III. Comments of Chair: (Brown)

Funeral services for Dick Yoder will be held on Thurs., May 12th at St. Agnes Church, in downtown West Chester. A very sad day for Dick's family, friends, and those in the West Chester community who have had the privilege of working with him. Uptown! will hold a symbolic ground breaking at the Armory on May 18th.

IV. Borough Manager Presentation: Borough Manager, Mac Cotter, distributed *West Chester Borough Stream Protection Fee Overview*. A Public Hearing was held on May 5, 2016 that addressed:

*-Storm Water Runoff – Why is it a problem?
-How can we address it?
-What are the next steps?
-How can I get involved?
-Questions from the Audience.*

V. Executive Director Report: See Report

Dick Yoder – The Board determined that a tree, planted in his honor, would be an appropriate and memorable tribute. (BID will coordinate with Public Works on selection and planting) Other memorial options include: WCU Foundation, St. Agnes Church, Chester Co. Sports Hall of Fame.

Annual Report – The 2015 West Chester BID Annual Report is now on-line and will be presented to Borough Council on May 17th at 7pm. Of particular interest are the ten commercial property transactions which demonstrated a Mean Average Increase of 7.04-percent. The Weighted Average Increase comes in at 6.76-percent. This should be considered an excellent economic indicator for downtown, as 4-percent is usually considered acceptable. Thanks to Jim Jones and Chris Blakely for gathering information and determining percentages.

Conference/Vacation - Malcolm will be out of town on vacation and attending the National Main Street Conf. between May 23 and May 31. Malcolm will also be in attendance at the state conference in June.

VI. Treasurer & Finance: (Blakely) *Budget Reports Distributed*

Motion to Accept 2016 Budget Revision #2

Motion Passed: (Ott/Gusz)

Budget vs Actual – Expense and income on track. (The Borough advanced the BID the \$85,000 contribution for 2016; Assessment billings will go out on June 1.

Total Assessment for 2016: \$283,446 (Based on a 98.5% Remittance Rate)

Resolution No. 1, 2016:

Motion to Pass Resolution #1, 2016 Imposing the 2016 Levy of the Annual Assessment Upon Benefitted Properties in the West Chester Business Improvement District.

Motion Passed: (Walsh/Crisp)

VII. Borough Updates: (Cotter) Lorenzo & Sons pizza boxes are too large to fit into the Big Belly receptacles. The owner is working with the Borough (and the BID) to resolve the issue. Zukin has obtained a permit to begin demolition of the inside of the Spence Building. The Social will relocate to 117 E. Gay St. through the demolition/construction process. Graffiti removal being addressed by “Bernie” from Sherwyn Williams. A master parking study is underway, and the Borough will seek input from BID, Chamber, stakeholders. PennDot installing highway directional and wayfinding signage. (Malcolm: Chester County CVB is also working on a county-wide wayfinding signage program.)

VIII. WCDF – Tickets available for June 4 Up on the Roof. Nominations are being accepted- through June 10th, for the 2016 Preservation Awards.

IX. Committee Reports:

Advocacy – No Meeting/No Report

Business Attraction (Walsh) See Report

It has been brought to the BID’s attention that Pearl Properties has been unwilling (or unable) to respond to requests from potential tenants regarding the vacant space at 7 W. Gay St. Malcolm will contact the Principal, James R. Pearlstein, in the hope of gaining cooperation to get the space rented.

Customer Attraction/Marketing (Riper) See Report

Gallery Walk, despite the rain, drew large numbers. Many positive comments about the Gallery Walk *Umbrella* promotion. Downtown promotions and events need better coverage in the Daily Local News.

Design (Ott) Awaiting confirmation from state regarding 2016 grant programs. (Comment: Elle recently attended a seminar where banner programs were discussed. Banners should promote shopping, dining, history, etc., but because visitors experience the architecture as they travel through the town, it is not necessary for “architecture” to have a dedicated banner.)

X. Other Business: Town Tours & Village Walks season will kick off in Downtown West Chester on June 9th.

- XI. Executive Session** – was called to discuss staff salaries:
Malcolm Johnstone – 2.5% – Effective June 1, 2016
Elizabeth McGuire – 2.5% – Effective January 1, 2016
Elizabeth Steinman – 9.5% – Effective June 1, 2016
Sarah Wolfe - \$25/Hour – Effective January 1, 2016

Next Meeting: Tuesday, June 14, 2016 – 8am – BID Office Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | May 7 – June 10, 2016

West Chester agrees to settle Wyeth Tract sewer litigation

The Borough Council voted to approve a settlement agreement with Pfizer, Inc. and Wyeth Pharmaceuticals, Inc., ending longstanding litigation over sewage treatment charges related to Wyeth's former production plant. According to Borough Council President Ellen Koopman "The settlement resolves the litigation in a manner that protects the Borough's financial interests and allows both the Borough and Pfizer/Wyeth to move forward."

More at DowntownWestChester.com/Blog.

Prevent Mosquito Breeding

Mayor Carolyn Comitta, along with the West Nile Task Force, is advising citizens to prevent mosquitoes from breeding by taking measures to prevent mosquito breeding grounds from developing. Such action will hopefully eliminate the need for spraying anti-mosquito pesticides in the Borough. Suggested actions can be found at DowntownWestChester.com/Blog.

Chester County announces results of area business survey

The Chester County Board of Commissioners and the Chester County Economic Development Council (CCEDC) announced the results of a comprehensive business survey entitled "Take the Pulse." Among the key results were:

- 94% of respondents expect to see increased revenues in the next 12 months.
- 90% of respondents believe the business climate is "stable" or "improving."

More at DowntownWestChester.com/Blog.

Hotel Warner selected to be part of Historic Hotels of America

Visitors staying in downtown West Chester can enjoy the comfort of modern amenities while experiencing the historic elegance of Art Deco at the Hotel Warner. While that fact has been recognized locally, it was officially noted in April by the hotel's selection to be part of Historic Hotels of America, an official program of the National Trust for Historic Preservation. To be selected into this prestigious program, a hotel must be at least 50 years old; designated by the U.S. Secretary of the Interior in the National Register of Historic Places; and recognized as having historic significance. More at DowntownWestChester.com/Blog.

Chestnut Square apartments now open

The 205 apartment complex at the corner of Gay and Matlack is now open to provide a luxurious boutique hotel experience. Although not yet fully complete, it is over 40% rented. Amenities include concierge services, continental breakfast, wine tastings and special events, fitness & yoga center, swimming pool, Wi-Fi cafe, billiard room, and indoor & outdoor bar areas. More at DowntownWestChester.com/Blog.

Malcolm's schedule

I will be attending the Pennsylvania Downtown Center Annual Conference and managers meetings in Allentown Monday through Wednesday, June 13-15. I'll be commuting and intend to be at the BID Board meeting on Tuesday.

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January 1 through June 1, 2016

| | Jan 1 - Jun 1, 16 | Budget |
|--|-------------------|-------------------|
| Ordinary Income/Expense | | |
| Income | | |
| BID Property Assessment - 2016 | 0.00 | 1,666.67 |
| Borough of West Chester In Lieu | 85,000.00 | 85,000.00 |
| Earned Interest | 48.08 | 0.00 |
| WCDF Program Income | 15,000.00 | 15,000.00 |
| Total Income | 100,048.08 | 101,666.67 |
| Expense | | |
| Accounting/Audit | 0.00 | 6,900.00 |
| Bank Fees / Overdraft Charges | | |
| Interest - Loan Acct | 0.00 | 5.50 |
| Total Bank Fees / Overdraft Charges | 0.00 | 5.50 |
| Bookeeping Expense | 1,095.01 | 1,761.67 |
| Exec. Dir. - Entertainment Exp. | 353.76 | 327.17 |
| Exec. Dir. - Travel Expenses | 116.15 | 1,095.00 |
| Insurance | | |
| Administrator - Workers Comp. | 1,886.00 | 1,680.00 |
| Insurance - D&O | 2,427.00 | 2,427.00 |
| Insurance - Other | 0.00 | 0.00 |
| Total Insurance | 4,313.00 | 4,107.00 |
| Legal Fees / Assessment Coll. | 518.25 | 880.83 |
| Memberships / Subscriptions | | |
| Memberships / Subscriptions - Other | 1,744.00 | 1,048.59 |
| Total Memberships / Subscriptions | 1,744.00 | 1,048.59 |
| Office Equip. Maint./Repair | 1,321.25 | 1,258.33 |
| Office Equipment Lease | 670.26 | 679.50 |
| Office Supplies | 707.68 | 1,007.29 |
| Parking Validation | 772.50 | 363.03 |
| Postage | 59.43 | 304.96 |
| Printing | 141.01 | 150.00 |
| Rent | 8,050.00 | 7,967.77 |
| Train. & Dev. / Conf. | 947.00 | 1,258.33 |
| Travel & Mileage | 285.10 | 0.00 |
| Utilities | 1,201.13 | 1,345.78 |
| Website / Computer/ Phone | 2,256.00 | 2,265.00 |
| BID OFFICE OPERATIONS - Other | 0.00 | 0.00 |
| Total BID OFFICE OPERATIONS | 24,551.53 | 32,725.75 |
| BID PROJECTS | | |
| ADVOCACY | | |
| Director Salary & Benefits | | |

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January 1 through June 1, 2016

| | Jan 1 - Jun 1, 16 | Budget |
|---|-------------------|------------------|
| Director- Health Insurance Ben. | 0.00 | 9,367.49 |
| Director - Life Insurance Ben. | 0.00 | 138.42 |
| Director Benefits | 21,565.12 | 0.00 |
| Director Pension Costs | 561.68 | 706.68 |
| Director Salary | 31,595.58 | 35,233.33 |
| Director Salary & Benefits - Other | 0.00 | 0.00 |
| Total Director Salary & Benefits | 53,722.38 | 45,445.92 |
| | | |
| Facade Enhancement | 0.00 | 0.00 |
| Flower Beautification | 2,320.00 | 4,197.80 |
| Total ADVOCACY | 56,042.38 | 49,643.72 |
| | | |
| ECONOMIC RESTRUCTURING | | |
| Business Attraction | | |
| PROGRAMS EXPENSES | 0.00 | 0.00 |
| Total Business Attraction | 0.00 | 0.00 |
| | | |
| MARKETING | | |
| AAA PA Towns | 750.00 | 750.00 |
| Advertising / Marketing | | |
| Convention Center Visitors Guid | 300.00 | 0.00 |
| | | |
| HOTEL MARKETING PROGRAMS | 50.00 | 50.33 |
| MARKETING BROCHURES | | |
| WC DOWNTOWN GUIDE | | |
| CTM BROCHURE DISTRIBUTION | 2,375.05 | 3,086.49 |
| GUIDE DESIGN AND PRINTING | 0.00 | 0.00 |
| WC DOWNTOWN GUIDE - Other | 0.00 | 0.00 |
| Total WC DOWNTOWN GUIDE | 2,375.05 | 3,086.49 |
| | | |
| WC VISITORS GUIDE - MLT | 0.00 | 0.00 |
| MARKETING BROCHURES - Other | 0.00 | 0.00 |
| Total MARKETING BROCHURES | 2,375.05 | 3,086.49 |
| | | |
| MARKETING OUTREACH | | |
| DMO Incentive | 0.00 | 0.00 |
| Social Media Advertising | 250.36 | 2,400.00 |
| MARKETING OUTREACH - Other | 0.00 | 0.00 |
| Total MARKETING OUTREACH | 250.36 | 2,400.00 |
| | | |
| Newsletter Design/Printing/DB | 0.00 | 0.00 |
| PRINT MEDIA | | |
| B'WINE VALLEY/CHESTER CTY GUIDE | 0.00 | 0.00 |
| COUNTY LINES MAGAZINE | 1,875.00 | 1,005.60 |

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January 1 through June 1, 2016

| | Jan 1 - Jun 1, 16 | Budget |
|-------------------------------------|-------------------|------------------|
| CVB Visitors Guide | 0.00 | 49.17 |
| DIRECT MAILING | 0.00 | 0.00 |
| FIG - WEST CHESTER | 4,000.00 | 2,000.00 |
| GREATER WC CHAMBER DIRECTORY | 0.00 | 8.33 |
| PA Vacation Guide | 850.00 | 0.00 |
| Phila Convention Ctr Visitguide | 0.00 | 300.00 |
| PRINT MEDIA - OTHER | 0.00 | 22.17 |
| W. C. PARKS & RECREATION GUIDES | 250.00 | 332.50 |
| Total PRINT MEDIA | 6,975.00 | 3,717.77 |
| RADIO/TV/VIDEO | | |
| TV - Brandywine Visitors Chan. | 0.00 | 2,190.00 |
| RADIO/TV/VIDEO - Other | 0.00 | 0.00 |
| Total RADIO/TV/VIDEO | 0.00 | 2,190.00 |
| Sidewalk Sale | 0.00 | 0.00 |
| SPONSORSHIPS | | |
| BRIDAL GUIDE | 1,974.00 | 0.00 |
| HISTORY/PRESERVATION MONTH | 6,165.33 | 5,869.00 |
| WCU Photo Contest Sponsorship | 0.00 | 200.00 |
| Total SPONSORSHIPS | 8,139.33 | 6,069.00 |
| WC CHAMBER OF COMMERCE | | |
| GALLERY WALK SPONSORSHIP | 1,500.00 | 1,500.00 |
| Iron Hill Bike Race Sponsorship | 0.00 | 0.00 |
| OLD FASHION CHRISTMAS | 0.00 | 0.00 |
| WC CHAMBER OF COMMERCE - Other | 0.00 | 0.00 |
| Total WC CHAMBER OF COMMERCE | 1,500.00 | 1,500.00 |
| WEBSITE | | |
| WEBSITE ENHANCEMENTS/SEO | 1,700.00 | 2,306.98 |
| WEBSITE - Other | 0.00 | 0.00 |
| Total WEBSITE | 1,720.00 | 2,306.98 |
| Total MARKETING | 22,059.74 | 22,070.57 |
| Payroll Expenses | 1,047.49 | 984.02 |
| PERSONNEL | | |
| BID Employer Taxes | 5,219.27 | 6,563.47 |
| Com. Specialist pension | 51.66 | 0.00 |
| Communication Specialist | 10,763.92 | 14,261.14 |
| Employee - Health Insurance Ben | 0.00 | 4,353.83 |
| Exec. Dir. - HSA contribution | 3,000.00 | 0.00 |
| Office Manager Pension Costs | 274.32 | 345.19 |
| Office Manager Salary | 15,432.66 | 17,863.30 |
| PERSONNEL - Other | 0.00 | 0.00 |

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January 1 through June 1, 2016

| | <u>Jan 1 - Jun 1, 16</u> | <u>Budget</u> |
|-----------------|--------------------------|-------------------|
| Total PERSONNEL | 35,789.32 | 44,370.95 |
| Total Expense | 138,447.83 | 148,810.99 |
| Net Income | <u>-38,399.75</u> | <u>-47,144.32</u> |

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January 1 through June 1, 2016

| | % of Budget |
|-------------------------------------|----------------|
| Ordinary Income/Expense | |
| Income | |
| BID Property Assessment - 2016 | 0.0% |
| Borough of West Chester In Lieu | 100.0% |
| Earned Interest | 100.0% |
| WCDF Program Income | 100.0% |
| Total Income | 98.41% |
| Expense | |
| Accounting/Audit | 0.0% |
| Bank Fees / Overdraft Charges | |
| Interest - Loan Acct | 0.0% |
| Total Bank Fees / Overdraft Charges | 0.0% |
| Bookeeping Expense | 62.16% |
| Exec. Dir. - Entertainment Exp. | 108.13% |
| Exec. Dir. - Travel Expenses | 10.61% |
| Insurance | |
| Administrator - Workers Comp. | 112.26% |
| Insurance - D&O | 100.0% |
| Insurance - Other | 0.0% |
| Total Insurance | 105.02% |
| Legal Fees / Assessment Coll. | 58.84% |
| Memberships / Subscriptions | |
| Memberships / Subscriptions - Other | 166.32% |
| Total Memberships / Subscriptions | 166.32% |
| Office Equip. Maint./Repair | 105.0% |
| Office Equipment Lease | 98.64% |
| Office Supplies | 70.26% |
| Parking Validation | 212.79% |
| Postage | 19.49% |
| Printing | 94.01% |
| Rent | 101.03% |
| Train. & Dev. / Conf. | 75.26% |
| Travel & Mileage | 100.0% |
| Utilities | 89.25% |
| Website / Computer/ Phone | 99.6% |
| BID OFFICE OPERATIONS - Other | 0.0% |
| Total BID OFFICE OPERATIONS | 75.02% |
| BID PROJECTS | |
| ADVOCACY | |
| Director Salary & Benefits | |

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January 1 through June 1, 2016

| | % of Budget |
|---|----------------|
| Director- Health Insurance Ben. | 0.0% |
| Director - Life Insurance Ben. | 0.0% |
| Director Benefits | 100.0% |
| Director Pension Costs | 79.48% |
| Director Salary | 89.68% |
| Director Salary & Benefits - Other | 0.0% |
| Total Director Salary & Benefits | 118.21% |
| | |
| Facade Enhancement | 0.0% |
| Flower Beautification | 55.27% |
| Total ADVOCACY | 112.89% |
| | |
| ECONOMIC RESTRUCTURING | |
| Business Attraction | |
| PROGRAMS EXPENSES | 0.0% |
| Total Business Attraction | 0.0% |
| | |
| MARKETING | |
| AAA PA Towns | 100.0% |
| Advertising / Marketing | |
| Convention Center Visitors Guid | 100.0% |
| | |
| HOTEL MARKETING PROGRAMS | 99.34% |
| MARKETING BROCHURES | |
| WC DOWNTOWN GUIDE | |
| CTM BROCHURE DISTRIBUTION | 76.95% |
| GUIDE DESIGN AND PRINTING | 0.0% |
| WC DOWNTOWN GUIDE - Other | 0.0% |
| Total WC DOWNTOWN GUIDE | 76.95% |
| WC VISITORS GUIDE - MLT | 0.0% |
| MARKETING BROCHURES - Other | 0.0% |
| Total MARKETING BROCHURES | 76.95% |
| | |
| MARKETING OUTREACH | |
| DMO Incentive | 0.0% |
| Social Media Advertising | 10.43% |
| MARKETING OUTREACH - Other | 0.0% |
| Total MARKETING OUTREACH | 10.43% |
| | |
| Newsletter Design/Printing/DB | 0.0% |
| PRINT MEDIA | |
| B'WINE VALLEY/CHESTER CTY GUIDE | 0.0% |
| COUNTY LINES MAGAZINE | 186.46% |

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January 1 through June 1, 2016

| | % of Budget |
|-------------------------------------|----------------|
| CVB Visitors Guide | 0.0% |
| DIRECT MAILING | 0.0% |
| FIG - WEST CHESTER | 200.0% |
| GREATER WC CHAMBER DIRECTORY | 0.0% |
| PA Vacation Guide | 100.0% |
| Phila Convention Ctr Visitguide | 0.0% |
| PRINT MEDIA - OTHER | 0.0% |
| W. C. PARKS & RECREATION GUIDES | 75.19% |
| Total PRINT MEDIA | 187.61% |
| RADIO/TV/VIDEO | |
| TV - Brandywine Visitors Chan. | 0.0% |
| RADIO/TV/VIDEO - Other | 0.0% |
| Total RADIO/TV/VIDEO | 0.0% |
| Sidewalk Sale | 0.0% |
| SPONSORSHIPS | |
| BRIDAL GUIDE | 100.0% |
| HISTORY/PRESERVATION MONTH | 105.05% |
| WCU Photo Contest Sponsorship | 0.0% |
| Total SPONSORSHIPS | 134.11% |
| WC CHAMBER OF COMMERCE | |
| GALLERY WALK SPONSORSHIP | 100.0% |
| Iron Hill Bike Race Sponsorship | 0.0% |
| OLD FASHION CHRISTMAS | 0.0% |
| WC CHAMBER OF COMMERCE - Other | 0.0% |
| Total WC CHAMBER OF COMMERCE | 100.0% |
| WEBSITE | |
| WEBSITE ENHANCEMENTS/SEO | 73.69% |
| WEBSITE - Other | 0.0% |
| Total WEBSITE | 74.56% |
| Total MARKETING | 99.95% |
| Payroll Expenses | 106.45% |
| PERSONNEL | |
| BID Employer Taxes | 79.52% |
| Com. Specialist pension | 100.0% |
| Communication Specialist | 75.48% |
| Employee - Health Insurance Ben | 0.0% |
| Exec. Dir. - HSA contribution | 100.0% |
| Office Manager Pension Costs | 79.47% |
| Office Manager Salary | 86.39% |
| PERSONNEL - Other | 0.0% |

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January 1 through June 1, 2016

| | <u>% of Budget</u> |
|-----------------|----------------------|
| Total PERSONNEL | <u>80.66%</u> |
| Total Expense | <u>93.04%</u> |
| | |
| Net Income | <u><u>81.45%</u></u> |

West Chester Business Improvement District
Advocacy Meeting
May 27, 2016 | 8am
Minutes

In attendance: Fred Gusz, Chair; Jim Jefferis, Suzanne Adams.
Staff: Malcolm Johnstone, absent.

The previous meeting minutes were reviewed with no objections.

Organizational diversity

Both the BID Five Year Plan and an Executive Order from the PA Governor's Office requires that a goal of having more diversity within the leadership of the BID be in place. The Board should consider updating the bylaws to reflect this intent.

Theater Grant

At this time, the decision to award West Chester a \$500,000 Anchor Building grant-to-loan for the theater project is deferred pending a possible re-submission of the application. The BID is prepared to work with DCED staff during this process.

BYOB Ordinance

The BID has provided Council with suggestions for the proposed BYOB Ordinance and will provide downtown stakeholders with the proposed draft when available.

Food Coop

Suzanne told the group that the Food Coop is working with a consultant for a West Chester location and will begin the process of developing a budget.

Next meeting: Friday, June 24, 2016

WEST CHESTER BID
Business Attraction Committee
MINUTES
June 7, 2016 | 8am

Present: Richard May, Chris Blakely. Staff: Malcolm Johnstone

Minutes

The Minutes of May 3, 2016, were reviewed and accepted.

There was discussion to support the 121-room Marriott Hotel project and the requested changes now before Borough Council that would move the project ahead. Specifically, a request is being made for a public presentation to review the project and request changes to certain engineering items that will reduce the cost of construction. At such a presentation, the BID could emphasize the need to see this specific project begun.

There was continued discussion of a *Best Practices* that would include the concept of influencing the attraction of retail businesses that would be destinations in their own right.

The issue that Pearl Properties is unwilling or unable to respond to requests from probable tenants at 7 W Market is on hold while a likely prospect is considering a space.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
June 7, 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: 1

Take-out Sandwiches & Beer: 147 W Gay

Office/professional service: 5

On Point Advertising: 117 W Gay
Abogados Apoyo, LLC: 117 W Gay
RK Test Prep: 117 W Gay
Wheelhouse Analytics: 117 W Gay
Penn Street Mortgage: 117 W Gay

Opening Soon: 6

Jewelry Store: 113 W Gay
Phineas Gage: 29 S High
Prospect Mortgage: 17 W Gay
Opa Opa: 122 E Gay
Tropical Homemade Ice Cream: 125 N Church
Pho Xua Vietnamese Noodle & Tea House: 237 E Gay

Closed/Moved: 2

Stay Chic: 131 W Gay
Three Little Pigs: 131 N High

Business changes within the BID: 0

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

West Chester Business Improvement District
Design Committee

June 3, 2016 | 8:00am

Meeting with Meghan Fogarty, West Chester Public Works

UPDATES

Graffiti removal

West Chester Public Works will be taking on a summer crew that will address graffiti on Borough-owned property when it occurs. West Chester Building & Housing cites for graffiti on private property and utility property is also addressed.

Big Belly wraps

Public Works intends to wrap the Big Bellys with identification for ones with smoking functions.

Restaurant food recycling/composting program

Public Works will continue with this program. It is nearly at full participation.

Pizza box management

The issue of pizza box trash appears to be under control through adding an additional cost for the box compared to a free paper plate plus a quick walk around to pick up boxes after closing.

Mural program

One of the BID's Five Year Goals is to come up with a reasonable code to regulate (and thus allow) murals in West Chester. At the invitation of John Hannafin, Garin Baker, Artist/Muralist from Carriage House Art Studios in New Windsor NY, met with members of the BID and HARB to discuss a mural public art program for West Chester. A file with resource materials has been created for the BID to develop such a program.

Brandywine wayfinding signage

The Chester County Conference and Visitors Bureau is developing a new wayfinding project for the Greater Brandywine Valley that includes both Chester County and Wilmington areas. The recommendation of the committee that is steering this is to provide design graphics and possibly funding for communities such as West Chester to each have new, compatible and compliant wayfinding signage for our respective communities.

West Chester BID Customer Marketing Committee

May 19, 2016 | 8am | West Chester BID

Present: H. Brown, K. Cavin, T. Crisp, P. Comerford, D. Fairman, S. Riper

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

April Minutes: *Distributed*

Marketing Budget & Plan: (*April 2016 Current*) **Total Budget: \$86,388**

Updates:

Banners (Johnstone/Riper) Banner program is on the agenda for the June Borough Council session. BID will contact Public Works to address issue of missing banner brackets. Malcolm met with Dave Reinfeld to strategize on CCHS funding.

Gallery Walk – The Chamber’s umbrellas provided more than adequate coverage for the many visitors who came into town for the May 6th Gallery Walk. Congratulations to the Chamber on presenting a very well organized and expanded Gallery Walk event! Elle prepared and distributed *West Chester BID Social Media Analytics Report* for Gallery Walk: Final Reach of 22,699 → Organic: 572; Paid/Boosted 9,228; Reactions (Comments, Likes, Shares) 421; Additional Posts (Retailer Promotions, Specials, etc.) 12,899.

Wayfinding Signage – The CCCVB is working with *Merje* (West Chester) to develop a wayfinding signage program- one that would extend beyond the boundaries of Chester County, to include areas of Delaware. The BID will meet with the CCCVB to learn more about the program.

Downtown Guides – Brochure count at CTM’s warehouse is (0). Current inventory at the BID office is (13) cases- of which (3) will be shipped to CTM, to avoid any interruption in contracted distribution. The committee has no interest in advertising in CTM’s DNC map.

Summer Sidewalk Sale – July 19-24th. The committee selected the “shopping bag” graphic, with the following edits: Change bag colors to (aqua, lime, peach), add logo(s) to bags. A memo with details of the Sidewalk Sale event will be distributed to retailers. The BID will run co-op ads in the DLN, provide window signage to participating retailers, and generate boosted Facebook posts to promote the event.

Weekday Retail Promotions – The committee discussed ideas to generate more foot traffic during the week. It was determined that there are enough activities in place for Thurs./Fri., so it was decided that Wed. evenings, promoted as *After Work Wednesdays*, would be the focus. BID will distribute memos to downtown businesses with specifics on the promotion, and to encourage their on-going participation.

Winter Season Retail – Karen Cavin reminded the group to think about ideas to bring customers into town during the Winter months.

DLN – The committee has expressed concern over the DLN’s continued lack of interest in reporting on events and happenings in Downtown West Chester – (Gallery Walk, Armory/Theater Groundbreaking Ceremony, etc.) The BID will invite the DLN to meet with BID, Borough, Chamber and other downtown organizations to discuss this issue and express their interest in developing a reciprocal relationship with the local newspaper.

Next Meeting: Thursday, June 16, 2016 – 8am - BID Office Conf. Rm.