

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY**

**March 10, 2015**

**Agenda**

**BID Office – 119 N. High Street**

- I. Introductions & Public Comment (Scott)
- II. Approval of February Minutes (Scott)
- III. Comments of Chair (Scott)
- IV. Executive Director Report (Johnstone)
- V. WCDF (Wileczek)
- VI. Treasurer & Finance – (Blakely)
- VII. Committee Reports:
  - a. Advocacy (Gusz)
  - b. Business Attraction (May/Walsh)
  - d. Marketing / Customer Attraction (Johnstone)
- VIII. Other Business: Exec. Session

**Next Meeting: Tuesday, April 14, 2015 - 8am – BID Office**

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT**  
**BOARD OF DIRECTORS MEETING**  
**February 10, 2015**

**Present Board:** C. Blakely, H. Brown, F. Gusz, R. May, R. Ott, B. Scott, T. Walsh, A. Wetzel  
**Absent Board:** L. Nelson, K. Wileczek, M. Yoder  
**BID Staff:** M. Johnstone, E. McGuire; and Dan Price – *4 Points Development*  
**Pending Appointments:** M. Reese, S. Riper (Present); C. Meadows (Absent);  
Comm. Michelle Kichline (Interview Scheduled)  
**Present Other:** Suzanne Adams – West Chester Food Co-op

**I. Introductions & Public Comment:**

Mike Reese- Fulton Bank, and Sandy Riper, Sunset Hill Jewelers & Fine Arts Gallery, were introduced. Mike currently sits on the BID Advocacy Committee and the WCDF *Up on the Roof* Committee. Sandy has previously served on the BID Board of Directors, the Board of the Greater West Chester Chamber of Commerce, and the Citizens Business Alliance.

(Johnstone) – The West Chester Post Office is included on Preservation Pennsylvania’s 2014 listing of the Commonwealth’s most endangered historic resources. The BID is advocating that Borough Council include the Post Office in the Comprehensive Plan.

**II. Approval of January Minutes:**

*Motion to approve January Minutes:*

*Motion Passed: (Walsh / Ott)*

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

The PDC (Pennsylvania Downtown Center) will hold a number of state leadership meetings during 2015, and requires that a BID board member attend at least one of them.

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

A draft of the West Chester BID Annual Report for 2014 was distributed. Johnstone will present the final report to Borough Council on Feb. 11. Ray suggested that the report open with an Executive Summary that highlights the accomplishments of the BID.

**V. WCDF: (May)** The Up on the Roof request for sponsorship letters have been mailed. The funds from the West Chester Civic Assoc. have been transferred into the WCDF endowment fund account at CCCF. Matt Holliday will chair a committee of the WCDF that will consider requests for funding.

**VI. Treasurer & Finance: (Blakely) See Reports**

The Borough’s 2015 allotment to the BID will be made in quarterly payments. The Finance Comm. will put together a payment schedule and submit to Mike Cotter.

**Treasurer & Finance: (Continued)**

Consideration of outstanding BID assessments and fees:

Spann (135 E. Gay St.) – Total Amount Due: \$3,789.00

Met with Johnstone and Ott to request that the BID waive all past due assessments, late fees and legal fees for the following years:

2002, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013 and 2014

*Motion to give desired relief: (May)*

*Motion died on the floor for lack of a second.*

Person (35 S. High St.) – Total Amount Due: \$300.00

2014 assessment and late fees are paid; however, due to extenuating circumstances, the property owner has requested that the BID forgive the legal fee.

*Motion to forgive legal fee and move forward with authorizing Unruh, Turner, Burke and Frees to lift the 2014 lien.*

*Motion passed: (Gusz / Walsh)*

Masterson – (15 N. Walnut) – Reimbursement Requested: \$300.00

Property owner informed Malcolm that the BID assessment was overlooked during his August 2014 settlement. The property owner has paid all amounts due, but as requested that the BID waive and reimburse the legal fee.

*Motion to advise property owner to resolve issues directly with the title company.*

*Motion passed: (Walsh / Ott)*

**VI. Committee Reports:**

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

BLUER – A pilot project directed at composting food waste that included Three Little Pigs, Roots Café, and Landmark Americana, netted 45-tons of compostable waste.

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

Dan met with Deborah Collins, owner of The Dress Matters, (formalwear for women), in Media, and they toured two vacancies that could possibly be a fit for a second location.

**c. Design: (Ott) The Board will need to consider an action plan as part of the development of the 5 Year Plan that will include an ongoing and incremental banner program and/or hanging planters.**

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

Ramping up Facebook reach to 12,000.

**VII. Other Business / Comments:**

TedX: *What's it Worth?* – May 1 - WCU, WC Food Co-op: Community Meeting – March 15 – Sprout Music Collective, Uptown Entertainment Alliance: Music: First Thursdays, Films: Second Thursdays and Jazz: Third Thursdays during 2015 at the Ballroom at the Westside.

**Next Meeting: Tues., March 10, 2015 – 8am – BID Conf. Rm.**

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

Malcolm Johnstone, Executive Director | January 10 – March 6, 2015

### **Governor's budget proposal seeks funding increase**

In 2009 the funding level for the PA Department of Community & Economic Development (DCED), which provides most of the outside funding for the BID, was \$56-million. However, by the 2014-15 budget, it had been reduced to \$6.1-million. The Governor's current budget proposal has increased the DCED budget by \$15-million to over \$21-million. It would behoove Board Members to give attention to supporting this upward fiscal trend should the calling occur.

### **West Chester Historic Preservation Awards 2015**

Mark your calendar for the nominations period kick-off event on Sunday, April 12, 2pm at the Chester County Historical Society. It features local author Catherine Quillman who will speak about her book *Walking the East End: The Historic African-American Community of West Chester, PA*. Please RSVP to the kick-off event at [WCpreservationawards@yahoo.com](mailto:WCpreservationawards@yahoo.com).

### **If you remember the '60s, you weren't there**

Not to worry, though, the Chester County Historical Society explores the 1960s with a new exhibit. This is different -- perhaps hipper and more engaging -- than previous exhibits. In fact, it should be counted as the best exploration of the culture change that happened 50-years ago. *The 1960's Pop Culture: Movies, Memorabilia and The Media* from the Steve and Michell Friedman Collection is an interpretive series of movie posters and promotional materials collected by Steve Friedman, known in his day as Mr. Movie. It's not just of the mainstream Hollywood hits you'll see but also edgy independent movies that were, for the first time, entering the mass market.

### **West Chester Food Co-op Pre-Feasibility Assessment**

You can find a link to the assessment and see what it takes to make the local food co-op work at [DowntownWestChester.com/Blog](http://DowntownWestChester.com/Blog).

### **Chester County ranked fourth out of 640, but who's counting?**

High median household income, low poverty and unemployment rates, and the close proximity of public attractions are among the features that make the County of Chester one of the four top-ranked counties in the nation, according to articles that appear on [Movoto.com](http://Movoto.com), a real estate website, and [HuffingtonPost.com](http://HuffingtonPost.com).

### **National Main Streets Conference**

I will be attending the National Main Streets Conference March 30 through April 1 in Atlanta this year plus taking some vacation time through April 3. Susan and I will be traveling together and have agreed to bear the travel cost.

### **Quote of the Day**

"Today, it is tough to find a better place for Moody's to expand than our office in West Chester."  
-- Mark Zandi in a Philadelphia Inquirer op-ed, January 25, 2015.

**West Chester Business Improvement District  
Advocacy Meeting  
February 27, 2015  
Minutes**

In Attendance: Fred Gusz, Chair; Bruce Cavin, David Mozzocco, A. Roy Smith, Jim Jefferis, Dick Yoder, Ray Ott, and Suzanne Adams; plus guest Laura Carlino, Nick Carlino, Ken Butera, and Tony Mastroianni. Staff: Malcolm Johnstone, Dan Price.

Introductions were made.

The previous meeting minutes were reviewed and approved.

**Carlino's request for a liquor license transfer**

Carlino's Market had asked Borough Council to consider an intra-county transfer of an "R" liquor license and held a hearing with Council on February 18, 2015. It had been hoped that Council would provide conditions for the transfer but none had been offered or discussed. As a result, their application was withdrawn without prejudice. Laura provided background on what Carlino's intended to do which was to allow alcohol service as part of a dining experience and not create a bar-like experience. Nick pointed out that their intentions were in-line with trends occurring in New York City, for example.

Committee consideration: BID Board should recognize that Carlino's has a good reputation and is an asset to the downtown and part of the good development that has taken place in West Chester. Carlino's should be encouraged to provide a sketch plan to the Smart Growth Committee of their improvements and have a conversation of what they are asking for.

**Comprehensive Plan**

Bruce Cavin presented his draft of what should be done to make the gateway areas of West Chester compatible with features of that introduce a traveler to a community. The group thought that this was an essential principle to creating a gateway project:

*Gateway Project*

*The suburban one story real-estate strip greeting you when you approach West Chester from the east on Gay Street (and Market St. heading east) is inconsistent with the experience one enjoys when visiting the Victorian turn of the century architecture found downtown. Large gaps between buildings for parking lots are dictated by the*

*Commercial Services District use group ordinance of the West Chester zoning regulations. An overlay zoning district covering this area would foster higher density provided by financial and market incentives.*

*The 25 to 45 mile-an-hour speed of vehicles coming off Paoli Pike and entering Gay Street is a deterrent to the safety of potential pedestrians entering or exiting drives off Gay and Market Streets. Parking and drives should be encouraged to locate in rears of properties.*

*The width of Gay and Market Streets 3 to 4 lanes with 12 ft. wide sidewalks on each side could visually accommodate higher buildings. After these basic fundamentals were corrected the appropriate amenities such as trees, smaller light fixtures, planters, trash receptacles, design review standards could be inserted. Also essential to encouraging development along this corridor is the renovations to Goose Creek blockages which cause occasional flooding.*

### **Outreach Program**

Graham Copeland has volunteered to offer a program to address that fact that customers are increasingly shopping online and with their smartphones, and eCommerce retailing is big business. U.S. holiday shoppers were predicted to spend \$61 billion online in 2014. But small businesses can get into the eCommerce game. Participants will learn about how Shopify, a leading eCommerce website platform, has supported the growth of 150,000 small and medium-sized businesses by creating online stores. Existing retailers can grow their sales by catering to consumers' expectations and reach the global marketplace. The group agreed that Marketing should drive this.

### **Plaza Development Survey**

A survey was conducted by the BID to the downtown stakeholders and demonstrated that the ratio is 30-to-1 in support of the plaza project.

### **BLUER**

Davis discussed the desire of the committee to expand the compost recycling program. Further, BLUER would like to see the Borough institutionalize the zero emissions policy.

**Clean & Green**

The Borough has been awarded a grant to support implementation of a 2015 Cigarette Litter Prevention Program (CLPP). Communities implementing the program on average cut cigarette butt litter in half. The Borough and the BID will work together to implement the program. Fred has begun the process of getting certain repairs completed to flower beds within a reasonable cost.

**Post Office**

No correspondence has been received from the Post Office. Further, Preservation Pennsylvania has listed the West Chester Post Office on the “Endangered List” for 2015.

**Rail Service**

While the BID fully supports the return of rail service to West Chester, there is a strong interest to create and support a shuttle service to the train stations.

**Food Co-op**

Suzanne Adams reported that the preliminary Feasibility Study will be launched in a couple of days.

**Minutes**  
**Business Attraction Committee**  
**West Chester Business Improvement District**  
**March 3, 2015**

**In attendance:** Tom Walsh, Chris Blakely, Holly Brown, Richard May

**Staff:** Daniel Price, Malcolm Johnstone

**Minutes:** Approved by Tom Walsh (second by Holly Brown)

**Hotel Expansion:** The meeting started with discussing the closing of Penwick and Brian McFadden's attempt to move Visual Expansion into that space. Brian would then take the former Salon Ooh La La space for the expansion of the lobby of the hotel and office space. The Visual Expansion property would then become Riggtown Roasters, which is a coffee shop Dan has been working with to identify spaces. The time table for this is to be determined in the near future.

**Visitor Center:** Dan is attempting to identify a buyer that would be able to do enhancements in the building to make it more modern and acceptable to the needs of the Chamber & BID. The first floor would be office space for those two organizations that would double as a visitor's space. The 2<sup>nd</sup> floor and basement also have some potential tenants lined up. The first buyer approached by the organizations has declined to move forward. There is a second buyer they are attempting to work with over the next month and will have more details at the April meeting.

**Bridal Shop:** Dan has reached out to "The Dress Matters" in Media, which has expressed interest, but needs another few months to assess the situation. In the mean time, Dan has reached out to other Bridal shops in Ardmore and Wayne, but with no return interest. Dan will continue to pursue other opportunities for this type of business.

**Annual Report:** The report was worked on extensively at the start of February but was not presented to council yet. It has been submitted to council and may or may not be publically be presented at the March meeting.

**Post Office:** The Co-Op has submitted at 57-page feasibility plan that plans to lay the groundwork on moving forward to acquiring the post office.

**Development**

**-Mosteller:** Currently going through the process at borough council. There needs to be a better understanding of the history of this project and what led to the current status of two different plans.

**-F&M:** Received a certificate of appropriateness from HARB. Hopes to start rehabbing the building by the start of 2016.

**-Zukin:** There have been rumblings of a potential settlement that will happen in the coming months between the developer and council.

**-McCool:** Dan has potential business that may be a good fit for this space. Plans to reach out to the sales department in the coming week.

**Program Manager Report:** See attached report. Tom requested additional information on the upstairs at Iron Hill.

**Business Almanac:** See attached report. Malcolm asked the committee for permission to speak to Brian McFadden about the use of 30 North Church Street. Brian will be working with the owner of a business named "The Ugly Mutt" in Oxford. Based on the beauty of 30 North Church, we hope there would be sensitivity to the use and presentation of the business.

**Theater:** Currently in the fundraising phase and have to raise another million to get completely started. There is also the need to change zoning.

**Meeting adjourned at 8:56**

Downtown Business Almanac  
West Chester Business Improvement District  
March 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: 2**

West Chester Psychic Room: 34 South High  
Refinery Salon: 121 West Market Street

**Office: 0**

**Opening Soon: 13**

La Baguette Magique: 202 West Market (March, 2015)  
Lorenzo & Sons pizzeria: 27 North High (May 2015)  
Just Works Youth Center: 21 South High Street (2015)  
Cozy Kabob: 38 East Market (2015)  
The Master's Baker: 319 West Gay (Former Beans): (May 2015)  
Mediterranean Bakery: 154 W. Gay Street (2015)  
Stifel Investments: 15 East Gay (2015)  
RapidDough:30 South High (2015)  
West Chester Food Market: 117 West Gay: (2015)  
Riggstown Roasters: 126 North High (2015)  
Ugly Mutt: 30 North Church (2015)  
West Chester Coffee & Ice Cream Shop: 6 East Gay (2015)  
The Brooks Group: 16 East Market (TBD)

**Closed Business: 3**

Penwick: 132 North High  
Judy's Healthy Kitchen: 237 East Gay Street  
Judy's Just Desert: 237 East Gay Steet

**Planned Business changes within the BID: 10**

Noodi Thai has changed it's name to "Tsunami" a Japanese/Thai café concept  
Susquehanna Bank is changing its name to BT&T Bank  
Hotel Warner expanding into adjacent space of Salon Ooh La La  
Main Line Men's Clothing to expand into 131 West Market (April 2015)  
Baco Taco expanding to adjacent property (8 West Gay Street)  
Carlino's is proposing to apply for a liquor license (TBD)  
Extreme Ink to move from 136 East Gay to 22 West Market (TBD)  
I Pasta set to expand into 136 East Gay Street (TBD)  
Salad Works set to close at the end of 2015 (Currently exploring possible tenants)  
Spare Rib set to be sold in the next 3 months  
Visual Expansion to move to 132 North High

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

Salon Ooh has La La moved to 133 North Church Street

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

### Retail Space: 4

#### Gay: 1

- 127 West (Laurentos)
  - Recent Action: Have a better understanding of what type of tenant the property owner wants. Am working internally in the borough as well as outside of the borough to find potential tenant.
  - Strengths: Large building centrally located on Gay Street.
  - Weaknesses: Property owner has shown limited interest in renting the facility

#### Market: 1

- 124 West Market
  - Recent Action: Have referred Realtor two leads. One being a art gallery and the other a potential children's store.
  - Strengths: Great location and professional space
  - Weakness: That side of the block is light on retail, but is heavy on the opposite side of the street

#### High: 1

- 1 South (Swope Building)
  - Recent Action: Exploring potential of visitor center.
  - Strengths: Beautiful building at the towns second biggest intersection
  - Weaknesses: Past potential buyers and tenants have been reluctant of the price

#### 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: working on potential tenant from a BID business relocation

15 West Gay

121 North Walnut

17 W. Miner/Wilmont Mews: Working on a potential tenant from BID business relocation

Market and Darlington NE Corner building

7 West Gay (Above Iron Hill)

13 East Gay

# West Chester BID Customer Marketing Committee

February 19, 2015 | 8am | West Chester BID Conf. Rm.

**Present:** K. Cavin, P. Comerford, D. Fairman, M. Manning - BID Staff: M. Johnstone, E. McGuire

**Note:** No BID Board members are present at today's meeting.

***2015 West Chester BID Marketing Program - 2015:*** (Distributed)

***2015 Major Activities of the West Chester BID:*** (Distributed)

***FaceBook Analytics for Downtown West Chester, PA 2014*** (Distributed)

Posts: 278; Cumulative Reach: 187,945; Average Reach: 723; Engagement: 8% (Average).

Feb. 1<sup>st</sup> Friday & Valentines' Day - Promoted through Face Book. Pinned at the top of West Chester's Face Book page and boosted reach to 12,000 – within a twenty-five mile radius of West Chester.

## **Advertising Opportunities:**

-VisitPhilly.com – Eight-way, shared, one-page ad on Visit Philly's (110,000) opt-in site. Shared participation would reduce individual cost to \$400.

-Philadelphia Convention Center Visitors Guide: \$300 - (4) Qtly. Issues, 1/8 Pg.

-AAA World Mid-Atlantic: \$800 - May/June, 1/12 Pg. (in homes April 24-29)

## **Programs:**

-Brandywine Initiative: Continue to work with Fig on developing the campaign.

**Chief of Police Banquet:** Chief Bohn has been named Chief of Chiefs for PA. The BID will support the event through the purchase of a \$100 ad in the program.

**Parking Public Meeting:** Malcolm will coordinate with the Borough's Parking Director to schedule a public meeting for informational purposes and to address downtown parking issues and concerns.

**Main Line Today:** The BID will no longer continue to publish the annual Main Line Today (October) Visitor Guide Supplement, but will continue its support of the Chamber's Old Fashioned Christmas and Iron Hill Twilight Race Series supplements.

**Pennsylvania Downtown Center:** Malcolm recently attended the PDC conference in Gettysburg.

Various aspects of Social Media were discussed, and it was stressed that conversations and storytelling result in conversions.

**VisitPhilly.com** - Malcolm presented the opportunity to participate in an eight-way shared, one-page ad on Visit Philly's (110,000) opt-in site. Shared participation would reduce individual cost to \$400.

**Next Meeting:** Thursday, March 19, 2015 – 8am – BID Office Conf. Rm.