

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

March 8, 2016

Agenda

BID Office – 119 N. High Street

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

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

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

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
FEBRUARY 19, 2016**

Present Board: C. Blakely, H. Brown, T. Crisp, F. Gusz, L. Nelson, R. Ott, S. Riper, W. Scott, T. Walsh, A. Wetzel
Absent Board: M. Kichline, R. May, J. Norley, K. Wileczek, M. Yoder
BID Staff: M. Johnstone, E. McGuire; E. Steinman – Not Present
Present Other: Suzanne Adams – West Chester Food Co-Op

I. Introductions & Public Comment:

The recording of today's meeting (and all future BID Board meetings) will be available in the Media Center section of the Borough's website: West-Chester.com. Self-introductions took place for the benefit of the recorded meeting.

II. Approval of January Minutes:

*Motion to approve January minutes:
Motion Passed: (Riper / Walsh)*

III. Comments of Chair: (Brown)

The USPS is moving forward with the transfer of the Gay Street Post office, but plans to remain onsite in a portion of the property with a leaseback option. The PDC Assessment Report will be available on the BID website. State Ethics forms were distributed to the Board and are to be completed and returned to the BID office. Ray Ott prepared and distributed renderings of alternatives to the Borough's current Comp. Plan for Prescott Alley.

Motion to ask the Borough' Comprehensive Plan Committee to keep Prescott Alley open to both pedestrian and vehicular traffic, making the alley safer for pedestrians with a marked pathway and caution signs for both pedestrians and vehicles.

Motion Passed: (Riper / Walsh) – Scott voted No.

Scott made a motion to table the discussion. The motion died for lack of a second.

Motion to approve an annual charge of \$241.00 for the addition of a Cyber Security Endorsement to the Workers Compensation & Business Owners Policy with Penn National Insurance.

Motion Passed: (Walsh / Crisp)

Motion to approve a 5-year lease, with Rothwell Document Solutions, for a new Lanier MP C2003 Color Copier.

Motion passed: (Nelson / Blakely)

IV. Executive Director Report: See Report

The DVRPC has reached out to West Chester as a potential partner for their Smart Methods for Achieving Advanced Retrofit for Small Businesses- a program to help small businesses find ways to become more

energy efficient. Malcolm met with the Borough's new Sustainability Committee, and they have agreed to work with the BID on this project. The BID Advocacy Committee will be the advisory committee on this project. Church Street will be closed for PECO construction, and the installation of HVAC systems at the DNB building. The borough has arranged that both construction projects take place at the same time on February 16. Malcolm is working with the Borough to keep the affected businesses advised.

V. Treasurer & Finance: (Blakely) Verbal Report

The BID has received its first quarter allotment- \$21,250, from the Borough. Several expenses from 2015 have come in over budget, including legal costs, healthcare costs and the BID Reauthorization. The Finance Committee will be meeting, shortly, to address budget issues.

VI. Borough Updates (Scott for Norley)

The Borough will hold a public meeting to review the final draft of the Comprehensive Plan before June, when it is finalized. The Kaizan Committee will vote on hiring an Assistant Manager, Human Resources. There are plans for a renovation of borough hall. The vacant lot, across from Borough Hall, is the future location of Royal Farms.

VII. WCDF – (No Update)

VIII. Committee Reports:

Advocacy: (Gusz) See Report

The Melton Center is moving ahead with raising funds to bring the pool back to working order. Holly Brown surveyed ten retailers regarding requests to see the meter rate reduced from \$1.50 to \$1.00 per hour. The following option was preferred: Have meters automatically place an additional 10-minutes onto the meter when the first quarter is deposited, so that the first quarter provides 20-minutes, and each subsequent quarter provides 10-minutes. Holly will continue to survey downtown business owners. (Meters currently have a 5-minute grace period when the time on the meter has expired)

Business Attraction: (Walsh) See Report and Business Almanac

The West Chester Railroad Restoration Committee will be meeting with Advocacy in February. There was discussion of the impact and management of the Retail Overlay District in Downtown. This item will be considered in the Comp. Plan process.

Design: (Ott) Big Belly labels and gum removal were discussed.

Marketing: (Riper) Sandy distributed banner renderings to the board. The banner program is on the agenda for the March Smart Growth Committee.

IX. Other Business: Suzanne distributed flyers to announce the West Chester Food Co-Op Board Bake-Off, taking place Feb. 21. Bill Scott commented that the Borough received many complaints regarding its handling of snow removal during the recent major snowstorm.

Next Meeting: Tuesday, March 8, 2016 – 8am – BID Office

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | February 6 – March 4, 2016

National History Month

The Annual Southeast Regional National History Day competition, sponsored by the West Chester BID and presented by the Chester County Historical Society, brought hundreds of middle- and high-school students and their families to downtown West Chester this past weekend. Students presented their original research to judges and received feedback about their use of primary source research to argue their thesis. Winning projects will now advance to the state competition held in May.

Planning report for better bus service

Andrew Svekla, Senior Planning and Design Analyst at the Delaware Valley Regional Planning Commission (DVRPC), has completed a planning study focused on improving transit service along West Chester Pike in Delaware and Chester counties. I attended the final meeting last November on behalf of West Chester. The study was conducted by DVRPC to improve the quality and effectiveness of bus service on West Chester Pike between West Chester Borough and the 69th Street Transportation Center in Upper Darby. This report describes an operational concept for Enhanced Bus Service (EBS) along the corridor that includes consolidated stops, improved passenger amenities, and branded service. Localized pedestrian improvements are also identified for twelve priority stops along the route. It will soon be available from the BID website.

Women's History Month

The Chester County Commissioners have proclaimed March as Women's History Month. Members of the *Your Vote is Your Voice! Empowered Women Vote* coalition, who represent social service agencies, faith-based, civic and social organizations, accepted the proclamation at the recent Commissioners Meeting. The coalition is encouraging the approximately 9,000 women in Chester County who are not currently registered to vote, to register in time for this year's local, state and federal elections.

It's worth noting that in 1852 the first Pennsylvania women's rights convention ever held, and only the second held in the United States, took place at Horticultural Hall in downtown West Chester (now part of the Chester County Historical Society). The meeting adopted sixteen resolutions including women's suffrage.

Quote of the Month

"The West Chester Business Improvement District played a vital role in luring Sigler to the borough. Administrator Elizabeth McGuire took Sigler on a local tour and showed her several store sites." -- from "Sabrina's brings the wedding gown back to West Chester" by Sarah E. Moran, Daily Local News; February 7, 2016.

West Chester Business Improvement District
Advocacy Meeting
February 26, 2016 | 8am
Minutes

In Attendance: Fred Gusz, Chair; Bruce Cavin, Dave Sweet, Suzanne Adams, Jo Ann Kelton.
Staff: Malcolm Johnstone.

The previous meeting minutes were reviewed and with no objections.

West Chester Railroad Restoration Committee Report

Jo Ann Kelton, Chair of the West Chester Railroad Restoration Committee, provided a report to the committee entitled "The Potential of Rail Service to West Chester Borough". The committee is seeking a letter of support from the West Chester BID which will be taken to the Board for consideration. Further, it was indicated that a free train ride event on the West Chester Railroad to promote the objectives of the committee will be scheduled sometime this year. The BID will help promote this. Finally, it was agreed that the BID will post a blog and link to the report.

Downtown camera issue

At the last HARB meeting, there was consideration of the appropriateness of a camera attached to the façade of Lorenzo's at 37 N High. HARB is indicating a different treatment than what the property owner (and possibly the Police Dept) wants. It is well understood that HARB has determined the appropriateness of thousands of applications that has shaped downtown into the outstanding historic district it is today (with many well-deserved recognitions as proof). However, when a police officer shows up to advocate a position of public safety, it is not going to be your typical application. HARB did its job, of course, but, in this case, it did so without the benefit of any clear "camera" guidelines (that we know of) nor was there much mention of the past treatment of what is becoming an increasing number of cameras downtown. A case in point can be found at the Borough's Chestnut Street Garage where four cameras, nearly identical to the one in question, were placed on the outside corners apparently without objection. So with the introduction of the public safety item, the waters of historic correctness are going to get muddy. It is believe this issue will be considered at both Smart Growth and Public Safety (Bill Scott sits on both committees). Further the BID has been asked to weigh in and will consider a position statement at the Board meeting. Was HARB's stance reasonable? In the world of historic preservation, yes. In a world that includes HARB plus public safety, there's some work that has to be done.

Next meeting: Friday, February 26, 2016

Meeting dates for Advocacy in 2016: Fourth Friday of the month - 8:00 am; except Mar 25 moved to Mar 18; Nov 25 moved to Nov 18; Dec 23 moved to Dec 16.

To: West Chester Borough Council
Re: Position Statement on Cameras Downtown
March 8, 2016

The West Chester BID Board of Directors, at its regular meeting conducted on March 8, 2016, voted to encourage the installation of cameras within the public area of downtown. This action is taken in the interest of the safety and welfare of our residents and visitors.

Such a position is consistent with discussions conducted with Chief of Police Scott Bohn and the testimony Sgt. John O'Donnell provided at the recent HARB meeting.

Specifically, the BID supports the property owner at 27 North High Street and his recent installation of three cameras. This is done at no cost to the community. The property owner should be commended for being a good neighbor.

The following points are asked to be taken into consideration:

1) Cameras recording the public realm serve the purposes of public safety. Law enforcement officers may access, when necessary, recorded information to assist in the investigation of alleged violations or accidents. As Chief Bohn wrote in his Annual Report 2015: "With the continuing success and popularity of our Business District, there continues to be significant demand for police services." This is particularly important between 10pm and 3am. Officers cannot be in all places at all times and every available resource is appreciated.

2) Camera equipment of the highest quality and widest range should be used. Our law enforcement officers deserve the best available equipment. Inferior equipment should not be selected simply for aesthetic reasons.

3) There appears to be no Borough guidelines that govern cameras within the public realm serving the public interest. Decisions on the appropriateness thus becomes viewed as subjective and arbitrary. A case in point can be found at the Borough's Chestnut Street Garage where four cameras, nearly identical to the one in question, were placed on the outside corners apparently without objection.

4) If this is simply an historic preservation question, then it should be noted that in this particular case and in accordance to the Secretary of Interior's Standards for Rehabilitation, no architectural features are being changed (see section 9) and the cameras have been installed "in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired" (see section 10). Further, the cameras are placed above the normal field of vision making them not distractingly visible.

WEST CHESTER BID
Business Attraction Committee
MINUTES
March 1, 2016 | 8am

Present: Tom Walsh, Richard May, co-chairs; Fred Gusz, Chris Blakely. Staff: Malcolm Johnstone

Minutes

The Minutes of February 2, 2016, were reviewed with no changes.

Examples of successful business categories

Recently the Business Attraction Committee asked that I prepare an overview of successful retail businesses that utilize one or more categories. In many cases, multiple categories suggest more likelihood of success. While such a suggestion is by no means an absolute indicator of success, it is helpful to attempt to recognize if this could be considered a “best practice” indicator when applied correctly. Stores were selected that have been in business for at least 15 years. The following businesses fit within this segment of successful retailers:

- *Sunset Hill Jewelers & Fine Art Gallery* – jewelry sales on the first floor and fine art gallery on the second floor.
- *Taylor Music* – music instrument sales, school rentals, repairs, and lessons (with 40 teachers).
- *Chester County Running Store* – retail running shoes and organization of several running events each year.
- *Visual Expansion* – fine art sales and framing services.

It is important to note that successful category mixes are complimentary to each other and designed for how customers are acting at the moment, generally in one of two ways: buyers or browsers.

- *Buyers* are those who are prepared to make a purchase and are looking for the right item to buy.
- *Browsers* are those who may buy only if they discover an item that fits their needs or desires.

Browsers will prefer:

interesting streetscape

high value

time to browse

buying for entertainment

attractive store design

fun displays

unique selection

comfortable environment

Long term public parking

Buyers will prefer:

easy access

low price

immediate service

buying to fulfill a need

functional store design

clear displays

large selection

clearly defined sections

short term, convenient parking

It was suggested that this information be written into a blog piece that becomes general resource material for business assistance.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
March 1, 2016

Total Number of Businesses: 560
Number of restaurants: 77 (14%)
Number of Retail: 75 (13%)
Number of Professional Services: 408 (73%)

Now Open

Retail: 1

Steele House Nutrition: 237 E Gay St, Unit 4

Restaurant: 1

Restaurant 51: 30 N Church

Office/professional service: 1

DataVard: 200 W Gay St

Opening Soon: 5

Dazzling Diamonds: 113 W Gay

Lorenzo & Sons pizzeria: 27 N High

The Master's Baker: 319 W Gay (Former Beans)

Massage Zen Spa: 107 N Church

Rimon's Coffee and Grocery: 117 W Gay

Closed/Moved: 2

Walnut Street Labs (re-invented as Bistract, located to Great Valley)

Mumbai Bistro: 18 S Church

Business changes within the BID: 2

Roosevelt Dairy Trade moved from F&M to 6 S Church, second floor

Synchrony has moved from F&M to a purchased property at 20-22 N Church

Planned Business changes within the BID: 4

DNB temporarily located to 120 W Market during construction at Market & Church

Carlino's is proposing to apply for an economic development liquor license (TBD)

i Pasta set to expand into 136 East Gay Street (TBD)

Peace a Pizza at 7 W Gay is reinventing itself

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 BID Customer Marketing Committee

February 18, 2016 | 8am | West Chester

Present: H. Brown, K. Cavin, P. Comerford, T. Crisp, D. Fairman, L. Hoyer, M. Manning, C. Meadows, S. Riper, A. Tishler - **BID Staff:** M. Johnstone, E. McGuire, E. Steinman

The meeting began with group introductions.

January Minutes – Approved.

Marketing Budget & Plan: (*Rev. Feb. 2016 - Attached*) – Budget revised to \$85,000. The \$5,000 reduction is reflected in the Marketing Plan, which eliminates the Restaurant Event and Content Production line items.

CTM: The group approved a proposal to renew the contract with CTM Media for distribution services and digital and print packages, to include: Distribution of the downtown guides to Philadelphia Hotels / Attractions, ads in the Greater Philadelphia and (new) Brandywine Valley/Wilmington maps, and participation in the *Etractions Exploreboard* program.

Banner Program: Malcolm and Sandy are on the agenda for the March Smart Growth Committee to request banner funding as a capital improvement.

Sabrina Ann Couture Case Study: The BID initiated multiple Facebook postings with boosts to selected areas, Instagram postings, a blog post on DowntownWestChester.com, and an email blast. Rachel Kooperstein, store manager, believes this resulted in direct success for the business. According to Rachel, many appointments were booked as a result of the posts.

Holidays, Events, Promotions: BID to provide a one-page reminder of calendar holidays, downtown events/promotions, and dates of special interest.

Christmas Parade: The (Mars Drinks) Old-Fashioned Christmas Parade is officially renamed *The West Chester Christmas Parade*.

Swingin' Summer Thursdays: Meet with Parks & Recreation to discuss opportunities to enhance the events.

Sidewalk Sale: This year's *Sidewalk Sale* event will take place July 19th through July 24th. The marketing plan includes \$1,000 to be used to subsidize co-op ads in the DLN.

Next Meeting: Thursday, March 17, 2016 – 8am – BID Office Conf. Rm.

2016 West Chester BID Marketing Program

February 2016

\$85,000 : BUDGET

- \$ 2,800: Swingin' Summer Thursday (sponsorship)
- \$ 4,200: Website SEO (365,000)
- \$ 20,000: Downtown Guide Brochure/CTM distribution (50,000)
- \$ 1,475: CVB Visitors Guide (75,000 reach)
- \$ 5,000: County Lines Magazine ads (15k x 4 = 60k)
(\$2,600: PR images, 15k x 2 = 30k)
- \$ 9,466: Pennsylvania Vacation Guide (450k w/readers service)
(\$2,000: Direct mailing (5k))
- \$ 8,000: West Chester Fig (82k plus 3.3k social media)
- \$ 1,000: Parks & Rec Activity Guide full page (16,500 x 3 = 49,500)
- \$ 2,400: Social media advertising
- \$ 1,500: May Gallery Walk
- \$ 250: Print ad Chamber
- \$ 2,500: Iron Hill Twilight Race Series
- \$ 1,500: October Gallery Walk
- \$ 2,500: Old-Fashioned Christmas
- \$ 750: AAA PA Towns
- \$ 3,539: Print/design/photo
- \$ 300: Philadelphia Convention Center Visitors Guide (120k)
- \$ 3,000: DMO incentive
- \$ 200: CVB Road Signage
- \$ 4,600: TV-Brandywine Visitors Channel
- \$ 1,000: Sidewalk Sale
- \$ 2,000: Fashion Show
- \$ 5,000: History Day/Preservation Month
- \$ 2,000: Bride Guide
- \$ 2,000: Historic Walking Map

\$ 85,000: TOTAL

West Chester Business Improvement District
Design Meeting
March 4, 2016; 8:00am

MINUTES

In attendance: Ray Ott, chair; Fred Gusz, Roy Smith.
Staff: Malcolm Johnstone.

Discussion concerned the use of security cameras in the downtown. Applications from at least one other community was reviewed for reference.

Smart growth will consider the BID banner proposal on Wednesday, March 9, 7:30pm, at Borough Council Chambers.

Design Committee meets First Friday of the month; 8:00am, at the BID office.