

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

Agenda

BID Office – 119 N. High Street

March 14, 2017

- I. Introductions & Public Comment:** (Brown)
- II. Approval of February Minutes** (Brown)
- III. Comments of Chair** (Brown)
 - Banking Discussion
 - Personnel Policy: March 2017
 - Statement of Financial Interests
- IV. Executive Director Report** (Johnstone)
- V. Treasurer & Finance** (Reese)
- VI. Borough Updates** (LeBold)
- VII. WCDF** (Holliday)
- VIII. Committee Reports:**
 - Advocacy (Johnstone)
 - Business Attraction (May / Walsh)
 - Customer Attraction (Riper)
 - Design (Johnstone)
- IX. Other Business:**

Next Meeting: Tuesday, April 11, 2017 – 8am – BID Office Conf. Rm.

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
February 14, 2017**

Present Board: H. Brown, C. Blakely, M. Holliday, R. May, M. Reese,
T. Walsh, A. Wetzel, K. Winston, M. Yoder
Absent Board: T. Crisp, M. Kichline, D. LeBold, L. Nelson, S. Riper,
B. Scott
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Tony Cilia – *AlottaJava*

I. **Introductions:** Tony Cilia, *AlottaJava*

II. **Approval of January Minutes:**

Motion to Approve January Minutes:

Motion Passed: (Walsh / Yoder)

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

Advocacy: Committee Chair needed! **Zukin Hotel:** To present requests for exceptions to Borough Council at tonight's meeting. F&M Building: Open House Feb 16. **U!EA:** Performances are selling out. **Bartenders' Ball 2017:** Brought in \$9,250. Net proceeds will be donated to the West Chester Police Dept. to be used toward funding the purchase, installation and maintenance of several public safety cameras.

Selection of West Chester BID Officers:

Motion to appoint Matthew Holliday as Secretary to the West Chester BID Board of Directors.

Motion Passed: (Walsh / Blakely)

West Chester BID Executive Committee:

Holly Brown – Chair; Sandy Riper – Co-Chair;
Mike Reese / *Chris Blakely* – Treasurers;
Matt Holliday – Secretary

IV. **Executive Director Report:** *Report Distributed*
Recently hosted a freelance travel writer. The visit was arranged by Recreation News, and included visits to CCHS and several retail shops and restaurants.

Manager's Report: (Continued) Uptown! has completed the theater venues at the new Uptown! Knauer Performing Arts Center, and is now launching the first calendar of live theater events. On May 11th, West Chester will celebrate the Great American Main Street Award with a reception at the Chester County Historical Society.

- V. **Treasurer & Finance (Blakely) Reports Distributed**
Received \$42,500 (1st & 2nd Qtr.) payment from the Borough. Requested \$15,000 contribution from the WCDF. Executive Director will remain on the Borough's group health plan.
- VI. **Borough Update:** Mayor Comitta is expected to make a special announcement at the March 15, 2017 Borough Council meeting.
- VII. **WCDF (Holliday)** The WCDF will present its Board appointment recommendations to the BID Board of directors for approval at the March meeting. Sandy Riper, *Sunset Hill Jewelers and Fine Arts Gallery*, is this year's Presenting Sponsor of the (June 3rd) Up on the Roof.
- VIII. **Committee Reports:**
 - Advocacy** (Johnstone) BID has purchased a vacuum to clear cigarette butts from sidewalks.
 - Business Attraction:** M. Yoder brought up a current situation in which a non-retail business is being prohibited from locating to an area within the Retail Overlay District. The BID and Chamber will ask to work with the Borough on reconsideration of certain Retail Overlay blocks.
 - Customer Attraction:** Jan. 1, 2016 – Dec. 31, 2016
178% increase from 2015. Cumulative 2016 Social Media (*Facebook, Twitter, Instagram*) Activity (*Likes, Reach, Followers, Engagement, Impressions*) 2,541,764.
 - Design:** (Johnstone) Working with a local contractor to move forward with the Banner Program.
- IX. **Executive Session:** Approved a revision to the BID's Personnel Policy to include the addition of (5) Days of Personal/Emergency Time Off (PETO). The Board will adopt the revised policy at the March BID Board meeting.

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

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | February 11 – March 10, 2017

"West Chester: The Buzzy Borough That Only Gets Better"

Or so says Ashley Primis in the March issue of Philadelphia Magazine. Indeed, as part of the cover story "The Suburbs Strike Back", West Chester ranked number one out of ten hottest 'burbs. (KoP was not so lucky, scoring the 'not hip' list.) Our favorite quote is the opening line: "While planning committees around the region rush to give their downtowns the Oprah makeover treatment, West Chester only has to ponder how to improve an already vibrant borough — one with more than 65 places to eat and drink and quality independent boutiques."

Police Chief: 2016 saw lowest reported crime in 21 years

West Chester Chief of Police Scott Bohn has published the 2016 Annual Report which indicated that reported crime was down by 5-percent and currently is the at its lowest point in 21 years for West Chester. "I am confident and pleased with the professionalism, dedication and accomplishments of our personnel," wrote Chief Bohn. "I believe they realize the work they do can at times be difficult, yet they remain constantly vigilant in their duties and responsibilities to serve the community." There can be no doubt that the feeling of community safety adds to the livability of West Chester. The full report is available at the BID office.

A "very special message" to be given by Mayor Comitta

Mayor Carolyn Comitta is inviting community members to the next Borough Council meeting on Wednesday, March 15, 2017, at 7pm in the Borough Council Chambers of the Borough Hall at 401 E. Gay Street. At that time, the Mayor will be honoring several of the officers of the West Chester Police Department with various awards. The Awards Ceremony will be followed with an important and very special "message" from Mayor Comitta.

Uptown! Knauer Performing Arts Center gets some money

Governor Tom Wolf has announced approval of a \$200,000 Keystone grant-to-loan to support the redevelopment of the Pennsylvania National Guard Armory into the Uptown! Knauer Performing Arts Center. As funds are repaid to the Borough, they will be placed into a revolving loan program for other West Chester projects.

Uptown! Knauer Performing Arts Center gets some more money

Uptown! has announced a major gift from A. Roy Smith to name the Main Stage performance hall the *A. Roy Smith Bravo Main Stage Theatre*. In naming the Main Stage, Roy said "I have been extremely fortunate during my lifetime, and to be able to share it seems the right thing to do. To be recognized in this way for doing so is most gratifying." Roy wanted to also recognize the National Guard Bravo Company which operated out of the historic Armory from 1916 to 2014. Roy served as treasurer on the BID board for over a decade and is a member of the WCDF Board.

- *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

Balance Sheet

As of February 28, 2017
Feb 28, 17

ASSETS

Current Assets

Checking/Savings

Fox Chase Admin Acct #180047698 42,479.79

Total Checking/Savings 42,479.79

Accounts Receivable

Accounts Receivables - Other 42.41

Assessment receivable 22,651.35

Total Accounts Receivable 22,693.76

Other Current Assets

Pre-Paid Expenses 2,330.00

Undeposited Funds 117.58

Total Other Current Assets 2,447.58

Total Current Assets 67,621.13

Fixed Assets

Accumulated Depreciation -11,528.00

BID Office Furniture & Equipmen 13,733.81

Total Fixed Assets 2,205.81

Other Assets

119 N. High St. - Sec. Deposit 1,040.00

Total Other Assets 1,040.00

TOTAL ASSETS 70,866.94

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

Accrued expenses 2,000.00

Bartender's Ball 2014 -1,000.00

Bartender's Ball 2017 4,000.00

BID Payroll Liabilities

Director Dental Insurance 2,043.75

BID Payroll Liabilities - Other -2,016.50

Total BID Payroll Liabilities 27.25

Deferred expense 25,014.12

Downtown Camaras 3,233.66

Due to WC Borough 50.00

Employee Pension 523.43

Employee Pension Liability 155.29

West Chester Business Improvement District Balance Sheet

As of February 28, 2017
Feb 28, 17

Facade Improvement Program	-83.02
Swing'Summer Thrusday	-749.41
West Chester Downtown Dollars	
Bar & Restaurant	-49,580.65
Retail	-7,025.00
West Chester Downtown Dollars - Other	69,659.92
Total West Chester Downtown Dollars	<u>13,054.27</u>
Total Other Current Liabilities	<u>46,225.59</u>
Total Current Liabilities	<u>46,225.59</u>
Total Liabilities	46,225.59
Equity	
Retained Earnings	27,452.36
Net Income	-2,811.01
Total Equity	<u>24,641.35</u>
TOTAL LIABILITIES & EQUITY	<u><u>70,866.94</u></u>

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January through February 2017

	Jan - Feb 17	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
BID Accounts Interest	0.00	23.32	-23.32
BID Lein Legal Fee Reimbursed	900.00		
Borough of West Chester In Lieu	42,500.00	42,500.00	0.00
WCDF - (Repay Loan)	0.00	0.00	0.00
WCDF Program Income	0.00	15,000.00	-15,000.00
Total Income	43,400.00	57,523.32	-14,123.32
Gross Profit	43,400.00	57,523.32	-14,123.32
Expense			
BID OFFICE OPERATIONS			
Total BID OFFICE OPERATIONS	11,111.89	9,638.20	1,473.69
BID PROJECTS			
ADVOCACY			
Total ADVOCACY	11,042.58	21,038.36	-9,995.78
MARKETING			
Total MARKETING	12,053.62	9,458.68	2,594.94
Total BID PROJECTS	23,096.20	30,497.04	-7,400.84
Payroll Expenses	406.95	301.66	105.29
PERSONNEL			
Total PERSONNEL	11,595.97	22,506.36	-10,910.39
Total Expense	46,211.01	62,943.26	-16,732.25
Net Ordinary Income	-2,811.01	-5,419.94	2,608.93
	-2,811.01	-5,419.94	2,608.93

	Jan - Feb 17	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
BID Accounts Interest	0.00	23.32	-23.32
BID Lein Legal Fee Reimbursed	900.00		
Borough of West Chester In Lieu	42,500.00	42,500.00	0.00
WCDF - (Repay Loan)	0.00	0.00	0.00
WCDF Program Income	0.00	15,000.00	-15,000.00
Total Income	43,400.00	57,523.32	-14,123.32
Gross Profit	43,400.00	57,523.32	-14,123.32
Expense			
BID OFFICE OPERATIONS			
Bank Fees / Overdraft Charges			
Interest - Loan Acct	0.00	103.34	-103.34
Late Fees Incurred	27.56		
Total Bank Fees / Overdraft Charges	27.56	103.34	-75.78
Bookeeping Expense	-125.00	700.00	-825.00
Exec. Dir. - Entertainment Exp.	263.52	133.34	130.18
Exec. Dir. - Travel Expenses	0.00	366.66	-366.66
Insurance			
Administrator - Workers Comp.	758.40	316.66	441.74
Insurance - D&O	2,427.00	412.66	2,014.34
Total Insurance	3,185.40	729.32	2,456.08
Legal Fees / Assessment Coll.	0.00	250.00	-250.00
Memberships / Subscriptions			
CLASSIC TOWNS - DVRPC	0.00	416.66	-416.66
Memberships/Subscriptions-Other	0.00	416.66	-416.66
Memberships / Subscriptions - Other	1,391.90		
Total Memberships / Subscriptions	1,391.90	833.32	558.58
Office Equip. Maint./Repair	0.00	333.34	-333.34
Office Equipment Lease	370.48	281.34	89.14
Office Supplies	223.53	333.34	-109.81
Parking Validation	552.00	333.34	218.66
Postage	188.00	83.34	104.66
Printing	0.00	83.34	-83.34
Rent	3,220.00	3,220.00	0.00
Train. & Dev. / Conf.	0.00	500.00	-500.00
Travel & Mileage	0.00	83.34	-83.34
Utilities	614.50	630.84	-16.34
Website / Computer/ Phone	1,200.00	640.00	560.00

Total BID OFFICE OPERATIONS	11,111.89	9,638.20	1,473.69
BID PROJECTS			
ADVOCACY			
Clean and Green			
Clean & Green Supplies	210.94	84.00	126.94
Clean and Green - Other	91.00		
Total Clean and Green	301.94	84.00	217.94
Director Salary & Benefits			
Director- Health Insurance Ben.	0.00	3,725.00	-3,725.00
Director - Life Insurance Ben.	0.00	55.00	-55.00
Director Benefits	-54.50	0.00	-54.50
Director Pension Costs	0.00	280.84	-280.84
Director Salary	10,795.14	14,393.52	-3,598.38
Total Director Salary & Benefits	10,740.64	18,454.36	-7,713.72
Flower Beautification	0.00	2,500.00	-2,500.00
Total ADVOCACY	11,042.58	21,038.36	-9,995.78
MARKETING			
HOTEL MARKETING PROGRAMS	20.00	120.00	-100.00
MARKETING BROCHURES			
WC DOWNTOWN GUIDE			
CTM BROCHURE DISTRIBUTION	682.49	1,814.66	-1,132.17
Total WC DOWNTOWN GUIDE	682.49	1,814.66	-1,132.17
Total MARKETING BROCHURES	682.49	1,814.66	-1,132.17
MARKETING OUTREACH			
DESTINATION MARKETING DMO	106.76	833.34	-726.58
Social Media Advertising	366.00	1,500.00	-1,134.00
Total MARKETING OUTREACH	472.76	2,333.34	-1,860.58
PRINT MEDIA			
COUNTY LINES MAGAZINE	1,100.00	1,500.00	-400.00
CVB Visitors Guide	0.00	245.84	-245.84
Phila Convention Ctr Visitguide	300.00		
PRESERVATION MAG. READER SERVIC	825.00		
Print/Design/Photo Media	0.00	429.84	-429.84
RECREATION NEWS	1,250.00		
W. C. PARKS & RECREATION GUIDES	250.00		
PRINT MEDIA - Other	151.37		
Total PRINT MEDIA	3,876.37	2,175.68	1,700.69
RADIO/TV/VIDEO			
TV - Brandywine Visitors Chan.	4,595.00	825.00	3,770.00

VIDEO		198.00		
Total RADIO/TV/VIDEO		4,793.00	825.00	3,968.00
SPONSORSHIPS				
BRIDAL GUIDE		1,509.00	1,000.00	509.00
Total SPONSORSHIPS		1,509.00	1,000.00	509.00
WC CHAMBER OF COMMERCE				
GALLERY WALK SPONSORSHIP		0.00	500.00	-500.00
Total WC CHAMBER OF COMMERCE		0.00	500.00	-500.00
WEBSITE				
DOMAIN REGISTRATION		20.00		
WEBSITE ENHANCEMENTS/SEO		680.00	690.00	-10.00
Total WEBSITE		700.00	690.00	10.00
Total MARKETING		12,053.62	9,458.68	2,594.94
Total BID PROJECTS		23,096.20	30,497.04	-7,400.84
Payroll Expenses		406.95	301.66	105.29
PERSONNEL				
BID Employer Taxes		2,073.16	2,633.34	-560.18
Clean & Green Manager		0.00	1,075.84	-1,075.84
Com. Specialist pension		0.00	58.34	-58.34
Communication Specialist		4,250.01	6,333.34	-2,083.33
Employee - Health Insurance Ben		0.00	1,980.00	-1,980.00
Exec. Dir. - HSA contribution		0.00	3,000.00	-3,000.00
Office Manager Pension Costs		0.00	150.00	-150.00
Office Manager Salary		5,272.80	7,275.50	-2,002.70
Total PERSONNEL		11,595.97	22,506.36	-10,910.39
Total Expense		46,211.01	62,943.26	-16,732.25
Net Ordinary Income		-2,811.01	-5,419.94	2,608.93
Net Income		-2,811.01	-5,419.94	2,608.93

West Chester Business Improvement District
Advocacy Meeting
February 24, 2017 | 8am
Minutes

In attendance: Holly Brown, Acting Chair; Fred Gusz, Roy Smith, Dave Sweet, Ray Ott, Jim Jefferis, Kyle Hudson, and Brad Liermann. Staff: Malcolm Johnstone

The previous meeting minutes were reviewed and accepted with no objections.

Dining Platforms

Brad Liermann, owner of West Chester Coffee & Ice Cream, discussed his desire to build a dining platform at 6 East Gay St for the season. However, it is the policy of the Borough to allow no more than two dining platforms per block, a threshold which may already have been made. The committee agreed to support Brad's request for a dining platform.

Zukin Hotel Project

The proposed hotel project at Gay & Walnut was continued to the Smart Growth Committee on Wednesday, March 8, 7:30pm.

Proposed increase of hotel room tax

The Chester County Board of Commissioners voted to increase the hotel room tax from 3 percent to 5 percent that would add \$1.3-million revenues for marketing of the Chester County Conference & Visitors Bureau (CVB). It was agreed that the BID should request a restoration of grant funding from the CVB to the BID for tourism promotion.

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

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

Minutes

Minutes were reviewed and approved with a correction.

Kickstart program

Malcolm provided a Facebook analytics for the Kickstart program (next page) that is now in place to be directed primarily to new businesses but may be used for any downtown business that has a demonstrated benefit from it.

Recruitment program for as kitchen shop

Malcolm has identified six possible kitchen ware shops that appear to be qualified to adding this category to the downtown market mix. Staff will begin a campaign to market downtown West Chester to the following shops:

- Kitchen Kapers, 1250 Markkress Road, Cherry Hill NJ 08003
- Sur La Table, PO Box 840, Brownsburg, IN 46112
- Williams-Sonoma, Inc, 3250 Van Ness Ave, San Francisco, CA 94109
- Crate & Barrel, 1250 Techny Road, Northbrook, IL 60062
- World Market, 1201 Marina Village Parkway, Alameda, CA 94501
- Kitchen & Company, c/o Calvert Retail LP, 100 W Rockland Rd, Ste A, PO Box 302, Montchanin, DE 19710

Anchor Building Grant for Theater

Governor Wolf approved \$200,000 grant for West Chester Funds to be initially be used to support the new Uptown! Knauer Performing Arts Center.

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.

Other items

Tom discussed the upcoming DVRPC Roundtable on March 31 led by N. David Milder of DANTH; 2010 Solutions for working with the Chester County CVB; and the springtime Blue Rocks schedule featuring a West Chester night.

Next meeting: April 4, 2017

Facebook Analytics: Kickstart – Introductory Posts

By Elle Steinman | March 6, 2017

Bove Jewelers

- February 13-17, 2017: Boosted for \$30.00

Total Reach: 12,389 people

- 2,714 organic
- 9,675 paid

Total Engagement: 1,065

- 338 reactions, comments & shares
- 279 photo clicks
- 3 link clicks
- 445 other clicks

Boost Information

- 4 cents per engagement
- Women, ages 18-24 years (14%) and 45-54 years (14%)

DRH Christian Life Coach

- February 22, 2017: No boost

Total Reach: 3,067 people (all organic)

Total Engagement: 263

- 50 reactions, comments & shares
- 56 photo views
- 22 link clicks
- 135 other clicks

Modern Tribal Arts

- March 1-5, 2017: Boosted for \$60.00

Total Reach: 17,961 people

- 4,957 organic
- 13,004 paid

Total Engagement: 1,900

- 530 reactions, comments & shares
- 1,300 photo views
- 84 link clicks
- 473 other clicks

Boost Information

- 5 cents per engagement
- Women, ages 35-44 years (19%)

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
March 7, 2017

Total Number of Businesses: 563
Number of restaurants: 76 (14%)
Number of Retail: 73 (14%)
Number of Professional Services: 424 (72%)

Now Open

Retail: 2

Bove Jewelers: 113 W Gay
Modern Tribal Arts: 148 W Gay

Restaurant: 0

Retail Service: 0

Office/professional service: 2

Dawn Harkins, Certified Christian Life Coach: 17 S Church St
Walnut St. Labs: 319 W Gay St, Second Flr

Opening Soon: 4

Your Man Bread & Pizza: 127 N Church
The Bancorp: Church & Market NW
Rize Pizza: 124 E Gay
Righteous Felon Craft Jerky: 135 E Gay St

Closed/Moved: 2

Titanium Wealth Advisors, LLC: 107 E Chestnut St
Gift Card Gumbo: 23 N Walnut St

Business changes within the BID: 1

Avis | Budget, 342 W Market St, is now owned by Alicia Long

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

Present: Ray Ott, Fred Gusz, Roy Smith, Kyle Hudson, and Malcolm Johnstone.

Mural

Jimmer Breen recently approached the BID with a concern that from time to time an idea for a mural in the Borough is presented; however, since no guidelines exist for such proposals these ideas tend to fade away fairly quickly. The reoccurring nature of these ideas seem to illustrate a general consensus that murals would be a positive addition to the Borough. In an effort to create a path for murals in West Chester, the BID is invited to work with the HARB to develop guidelines and procedures for handling serious proposals. The intent is to establish a protocol that would be applicable for murals throughout the Borough, with some additional terms regarding murals within the town center.

The committee agreed that one of the goals of the BID is to "work with the Borough to develop regulations for a public mural program." So the BID would be very interested in participating in the development of guidelines and/or regulations. Malcolm has started collecting some information regarding successful programs in other communities.

There was also discussion that when a mural is placed in the downtown with consideration to location, theme, quality, and maintenance, it is much more successful. Content is tricky, but those communities that have developed a broad-based partnership of businesses have avoided most controversial issues without sacrificing integrity.

To start the process, an informal meeting of interested parties could be convened to simply lay out an organizational agenda, timeline, and touchpoints that will need to be considered, although you may have done that already.

Ray, Roy, and Kyle would like to participate on a possible ad hoc committee.

Cultural District

There was discussion about exploring the opportunity to create a Cultural District roughly in the area of the museum, theater, hotel and parking garage. It new signage at the garage, a goal of the BID, could be the identifier for the district.

It was agreed that Tim Vaughan could assist with the mechanics of replacing the panels outside the garage.

West Chester BID Customer Marketing Committee

February 16, 2017 | 8am | West Chester BID

Present: K. Bender, H. Brown, T. Celia, D. Fairman, M. Manning, J. Moyer, N. Scimone

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

Introductions: Tony Celia – AlottaJava, Jen Moyer – Resident Theater Company, Nicole Scimone – Uptown! – Kane Bender – Uptown!

January Minutes: *Distributed*

DCED (Johnstone) State budget has available \$6.1M in Tourism Marketing grant funding. The Borough is in line to receive \$200,000 in anchor block funding for Uptown!'s armory theater project.

Zukin Hotel Dev. Their consultant went before Borough Council, last night, to present several changes and to request exceptions to the approved plan. The most significant being a 5' height increase. The hearing has been continued to the March session.

F & M Bldg. The owner's original plan for a boutique hotel development has changed. The current plan is to construct leasable office space on the upper floors, and a steak house restaurant that will occupy the first floor space. They will host an open house on Feb. 16th.

Uptown! (Moyers / Bender) Planning is underway for another fundraiser. Fifty events are scheduled to take place between now and April. Currently selling ad space in *Spamalot* Playbill.

Downtown Promotions & Events: (Riper) Sandy will email retailers to ask if there is interest in continuing *After Work Wednesdays*. Chamber & BID work together to expand Small Business Saturday / Shop Local programs. Need themes for April and November First Fridays.

Gallery Walk (Fairman) will be promoted on WXPB and in County Lines Magazine. Chamber and BID will collaborate to promote on social media.

Other: Promote FREE metered parking. Contact the Borough to ask if lower-level garage parking is enforced when other metered locations are not.

Social Media & Website Analytics Report - January 2017 (E. Steinman) *Report Distributed*

Facebook - Reach: 120,000 (*through Organic and Paid Posts that were created and/or shared.*) Most engaging Facebook Post – Total Reach: "Could West Chester Have the Greatest Main Street in America? You bet! Total Reach: 47,972; Total Engagement: 1,638; Total Clicks: 2,470

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