

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

March 13, 2018

(PDC Training Session to follow Board of Directors Meeting)

- I. Introductions & Public Comment:** (Riper)
- II. Approval of *February* Minutes** (Riper)
- III. Comments of Chair:** (Riper)
- IV. Executive Director Report:** (Johnstone)
- V. Treasurer/Finance:** (Reese)
- VI. WCDF** (Holliday)
- VII. Borough Update:** (LeBold)
- VIII. Committee Reports: *See Reports***
- IX. PDC Training Session (Imogen Wirth-Granlund)**

Next Meeting: Tuesday, April 10, 2018 – BID Office Conf. Rm. - 137 N. High St.

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
February 13, 2018**

Present Board: T. Crisp, M. Holliday, D. LeBold, R. May, M. Reese, S. Riper, W. Scott,
T. Walsh, K. Winston, M. Yoder
Absent Board: M. Kichline, L. Nelson, A. Wetzel
BID Staff: M. Johnstone, E. McGuire – E. Steinman, Not Present. **Other:** T. Cilia

I. Introductions & Public Comment: No Introductions
The Board remembered Stan Zukin, who passed away on January 15. *Rest in peace, Stan.*

II. Approval of December Minutes: (January Board Meeting Canceled)

Motion to approve December Minutes:

Motion passed: (Holliday / Walsh)

III. Comments of Chair (Riper): It is recommended that Advocacy pull together a concise, one-page summary of the role of the BID.

Motion to approve slate of BID Board Officers:

S. Riper – Chair, A. Wetzel – Vice-Chair, M. Holliday – Secretary, M. Reese – Treasurer, and Committee Chairs: Advocacy/Design- C. Blakely, Business Attraction – H. Brown, Customer Attraction / Marketing – P. Zobel.

Motion Passed: (Walsh / Crisp)

2018 BID Board of Directors Term Expirations (Borough) Jan. 9, 2018 Distributed
Below is the list of the 2018 BID Board members, with recommended term expirations (current expirations, as indicated by the Borough in parenthesis). BID Board should make the following recommendations to Borough Council for approval: All 5-year terms should end on the final day of the year, with terms ending for three members in rotation. Consideration should be given to limiting the number of terms to two full terms, which may include a partial term.

Holly Brown – Term expires end of 2018 (Dec. 2018)

Tom Walsh – Term expires end of 2018 (Dec. 2018)

Mark Yoder – Term expires end of 2018 (Dec. 2018)

Sandy Riper – Term expires end of 2019 (Dec. 2019)

Thomas Crisp – Term expires end of 2019 (Dec. 2019)

Michelle Kichline – Term expires end of 2019 (Dec. 2019)

Diane LeBold – Term expires end of 2019 (Dec. 2019) rec: 2020

Richard May – Term expires end of 2020 (Dec. 2020)

Adam Wetzel – Term expires end of 2020 (Dec. 2020)

Ken Winston – Term expires end of 2020 (Dec. 2020)

Mike Reese – Term expires end of 2021 (Jan. 2020) rec: end of year

Lance Nelson – Term expires end of 2021 (Jan. 2020) rec: end of year

Bill Scott – Term expires end of 2022

Matthew Holliday – Term expires end of 2018 (per WCDF)

Notes:

- Move Diane Lebold to 2020 expiration.
- Consideration should be given to having Council recognize whomever is seated from the WCDF- currently M. Holliday.
- There are currently only 14 BID Board members.

M. Holliday will convene an ad hoc committee to address the issue of continued board member absences from BID Board meetings. M. Holliday has approached WCU regarding representation on the BID Board. This will be further discussed once WCU fills the newly created *Executive Director of Relationships* position.

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

The Eagles win celebrations brought few problems in the downtown. Borough police, county sheriff deputies, and state police were in force, as was Borough Public Works. PECO is scheduled to begin gas line repairs on East Gay Street. The 90-day project will begin in March, and involve periodic closures of E. Gay, between High / Matlack and N. Walnut, between Gay / Chestnut. Malcolm's Vacation: Iceland- Feb. 14-16, and Kansas City, MO (National Town Meeting) March 22-30.

- V. Treasurer & Finance:** (Reese) *Final 2018 Budget- Revised* Distributed
Several corrections to the Final 2018 Budget, approved in December. Adjusted line items, highlighted in yellow, include: Property Assessment Late Fees, Bank Fees, Legal Fees, Sidewalk Cleaning, Director Salary, Personnel Expense.
*Advocacy will pull together an RFP for the Sidewalk Cleaning.

Motion to Approve Revisions to 2018 Budget:

Motion Passed: (Scott / Crisp)

VI. WCDF: (Holliday)

Motion to approve recommended appointments to the WCDF Board of Directors: Holly Brown, Roy Smith, Deb Sparre, Kathy Wileczek

Motion Passed: (Scott / Yoder)

Development of new WCDF website underway. Suggestions, or requests for community partner links should go to Matt Holliday, as soon as possible.

VII. Borough Update: (LeBold)

The new Borough Council has been sworn in. Diane LeBold – President, and Michael Galey – Vice President.

- VIII. Chamber / BID Office Update:** (Yoder) Distributed proposed renderings of front window and interior entrance door signage. Two members of HARB provided preliminary feedback and unofficial approval of the designs. The signage will be on the Feb. HARB agenda, and will go to Borough Council for approval in March.

IX. Committee Reports:

Advocacy - *See Meeting Minutes*

Business Attraction – *See Meeting Minutes & Business Almanac*

Customer Attraction / Marketing – *See Meeting Minutes*

X. Other Business: (Winston) Pool Demolition Ceremony March 31 – 1pm.

Next Meeting: Tuesday, March 13, 2018 - 8am - BID Office Conference Room.

The offices of the West Chester BID and the Greater West Chester Chamber are now located at 137 N. High St.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | February 10, 2018 – March 9, 2018

Police Department Annual Report

The 2017 Annual Report from the West Chester Police Department highlighting that Part I Crime, regarded as serious crime, was down 22-percent in 2017 compared to 2016 (from 618 to 484 reported cases). This also demonstrates that serious crime has effectively been reduced 58-percent since 2000 (from 1,150 to 484 reported cases).

“This statistic should be significant to our varied citizenry,” said Scott L. Bohn, Chief of the West Chester Police Department. “This is an important statistic for individuals considering moving their families and/or businesses into our community as it is a statistic that can be compared nationwide against other municipalities of comparable size and demographics.”

Downtown pole banners project

The Borough Council approved the West Chester Borough Public Arts Commission (PAC) Lamp Post Banner Project to move forward with the placement of about 18 pole banners on High Street between Chestnut and Miner. The theme is *The Great American Main Street Award*, which the West Chester community received in 2017. There is also an artistic component with an open submission invitation for regional artists to have their art displayed on the reverse of their banner. The project should be completed in May.

Plaza development project

On February 21, 2018, Borough Council held a public hearing to consider a zoning modification that would allow the E. Kahn Development Corporation and JLoew & Associates approval for a plaza development at the corner of Gay & Church Streets. Council approved of the modification with a 5 to 2 vote. The development includes two 59-foot, mixed-use retail and office structures and a 10,000 sq ft plaza. Construction is scheduled to begin in 2018. The BID manager will organize meetings that include the Borough, Eli Kahn, and affected businesses to help ensure as little construction disruption as possible.

National Main Street Conference

I will be at the National Main Streets Conference on the week of the March 26 and was invited to speak at two sessions. I not only will be proudly representing West Chester, but it seems I'm the only downtown manager proudly representing Pennsylvania.

In the media

All Roads Lead to West Chester – AAA World Mid-Atlantic Edition, 4.5M reach

Executive Leadership Radio.com – interview with Malcolm

Local artists, BID to be recognized on uptown banners in West Chester – Daily Local News

Quotable Quote

“All roads lead to West Chester – This Pennsylvania borough that's earned accolades such as 'Great American Main Street' and 'Best Place to Live' makes a great weekend destination.” – Title of an article by Theresa Gawlas Medoff for AAA World Magazine, March/April, 2018.

**West Chester Business Improvement District
Advocacy & Design Meeting
February 23, 2018 | 8am
Minutes**

Attendance: Christopher Blakely, Chair; Fred Gusz, Dave Sweet, Jimmy Jefferis, Dave Sweet, Bruce Cavin, Roy Smith, Angela Scully, and Patrick Comerford. Staff: Malcolm Johnstone.

Minutes

Minutes of January 26, 2018 were reviewed and corrected. Dave/Bruce

Police Department Annual Report

Malcolm presented the 2017 Annual Report from the West Chester Police Department that highlighted that Part I Crime, regarded as serious crime, was down 22-percent in 2017 compared to 2016 (from 618 to 484 reported cases). This also demonstrates that serious crime has effectively been reduced 58-percent since 2000 (from 1,150 to 484 reported cases).

“This statistic should be significant to our varied citizenry,” said Scott L. Bohn, Chief of the West Chester Police Department. “This is an important statistic for individuals considering moving their families and/or businesses into our community as it is a statistic that can be compared nationwide against other municipalities of comparable size and demographics.”

Committee members agreed that these accomplishments deserve recognition to the Police Department, under the leadership of Chief Bohn, at the highest level.

The committee also agreed that the BID should work with the Police Dept. to organize a meeting with downtown businesses and discuss community best practices for crime prevention.

Dave/Fred

Downtown pole banners project

The Borough Council approved the West Chester Borough Public Arts Commission (PAC) Lamp Post Banner Project to move forward with the placement of about 18 pole banners on High Street between Chestnut and Miner. The theme is The Great American Main Street Award, which the West Chester community received in 2017. There is also an artistic component with an open submission invitation for regional artists to have their art displayed on the reverse of the banners. The project should be completed in May.

The committee recommends that future expansion of the banner program includes a theme of the Uptown! Knauer Performing Arts Center, particularly on High North of Chestnut.

Plaza development project

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and a 10,000 sq ft plaza. Construction is scheduled to begin in 2018. The committee instructed the BID manager to organize meetings that include the Borough, Eli Kahn, and affected businesses to help ensure as little construction disruption as possible.

Parking expansion at Lot #10

As part of the zoning modifications agreed upon by the Borough and developer, up to 55 parking spaces will be rented to the developer for tenant parking. The committee advised that an ad hoc committee be convened to develop an expansion plan for Lot #10.

Wayfinding signage program

The Borough will, at some point in time, consider hiring an expert in the wayfinding field to review and implement the Comprehensive Parking Guide's recommendation to update and improve wayfinding signage in the Borough. The BID, having experience with the wayfinding project in 2001, will ask to assist in the upcoming program.

Clean & Green

The 2018 Clean and Green program of the BID has not been finalized. The Committee suggested that Fred Gusz and Malcolm work together to develop a plan within the constraints of the budget and goals of the BID for consideration next month.

PDC Annual Conference

The Pennsylvania Downtown Center Annual Conference, June 3-5, will be in need of volunteers at select times and places.

WalkWorks

The County of Chester is partnering with the Pennsylvania Department of Health to instigate a WalksWork program. The BID will assist in getting the word out.

Dog Parks

Bruce brought up apparent need for expansion of dog parks in the Borough. While there is one at Everhart Park, there should be consideration for dog parks or runs at every Borough park.

WEST CHESTER BID
Business Attraction & Retention Committee
MINUTES
March 6, 2018 | 8am

Present: Holly Brown, Chair; Christopher Blakely, Richard May, Lani Frank, and Tom Walsh.
BID Staff: Malcolm Johnstone

Minutes

The Minutes from February 6, 2018 were reviewed without objection.

Plaza Development

The Plaza Development plan was approved at the last Borough Council meeting and the Eli Kahn Development Corp will begin the planning process to develop a commercial development with a plaza as a component at the corner of Gay & Church. At the same time, the BID will advocate for enhancement of Parking Lot #10 to double the parking capacity by decking it to allow for monthly rentals and transient users.

It was agreed that the Borough should be aware construction vehicles should be regulated as to where they should park.

Wayfinding signage program

Malcolm has become aware of state funding that may be used for the downtown wayfinding enhancement program that the Borough is interested in doing.

***Attracting the Entrepreneur* campaign**

The group agreed that hosting an informational session for entrepreneurs would be useful for investors to think of as a place that has the resources to support emerging businesses.

Hotel development

No decision has been made yet as to the proposed hotel at Gay & Walnut.

Other items

Chris pointed out that the Philadelphia Inquirer's *Best of the Burbs* edition included a selection of four West Chester eateries, although none were reviewed in Craig LaBan's annual restaurant guide.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
March 6, 2018

Total Number of Businesses: 599
Number of restaurants: 87 (15%)
Number of Retail: 74 (12%)
Number of Professional Services: 436 (73%)

Now Open

Retail: 0

Restaurant: 0

Retail Service: 0

Office/professional service: 4

Law Offices of Brendan P. Burke, LLC: 123 E Gay
DiCindio Law LLC: 24 W Market
Alva & Shuttleworth, LLC: 27 S Darlington
Sandler Training: 137 N High

Opening Soon: 9

Andiario: 106 W Gay
Thrifty Vintage: 14 N Church
All the Dogs: 13 S Church
Liquid Bakery: 18 N High
Luxey Little Ones: 135 E Gay
First Priority Bank: 237 E Gay
Cee Jay Frederick Associates: 1 S High
Bango Bowls: 109 W Gay St
Kilwins: 39 W Gay

Closed/Moved: 6

Great Craft Works: 133 W Gay
39 West American Bistro: 39 W Gay
Serving Leaders Ministries: 107 E Chestnut
Mia Bella Salon: 7 N Church St
Chotkowsky & Burke, LLC: 232 W Market
Nationwide Insurance: 117 W Gay

Business changes within the BID: 0

West Chester BID Customer Marketing Committee
West Chester BID Office
February 15, 2018

Present: K. Cavin, T. Celia, T. Crisp, T. DiPasquale, D. Fairman, S. Gabor,
M. Manning, C. Meadows, S. Riper, P. Zobel

BID Staff: E. McGuire, E. Steinman – (M. Johnstone – Not Present)

Introductions.

Retailer Meetings: P. Zobel is coordinating informal breakfast meetings for the retailers to discuss ideas and strategies to increase business. They will be meeting monthly, and Polly will forward discussion items for the Customer Attraction agenda each month. As a result of the Feb. 14 meeting, the following items are added to today's agenda:

- Photos: Current photographs of the downtown and downtown events.
- Event "Calendar": Calendar of downtown events- which links to event-specific information regarding social media and print media – (general / specific hashtags, and publication dates / demographics).
- Social Media Seminars – General and retail/restaurant-specific. *The Greater West Chester Chamber is hosting a series of Professional Development Seminars. One such seminar, entitled "Demystifying Digital Media", was held on Feb. 14. Next in the series is "Business Owners in the Know" on March 14.

Updates:

- Dining Event:** The restaurant group continues to meet to discuss ideas to replace the SSTs with an event similar to Media's *Dining Under the Stars*. Current discussions leaning toward a weekly, Thursday evening event with downtown restaurants placing tables on both East Gay and West Gay St. Parks & Recreation is prepared to do a pilot, replacing this year's August and September events. Keith Kurowski will coordinate a meeting with the Police Dept. to discuss street closings, costs, etc.
- Zukin / Kahn Developments:** Discussions with the Borough are moving forward. The BID, Chamber recently attended a meeting with Zukin's and Cambria Hotel & Suites.
- PDC Conference:** West Chester will host approx. 300 downtown managers from across PA, DE, NJ on June 3-6, during the 2018 Pennsylvania Downtown Center Conference.

Downtown Events & Promotions:

- Gallery Walk:** (Fairman) More information will be available next month.
- March 1st Friday** (Sandy) Suggested "Cure Cabin Fever" theme. Considering Charity themed First Friday (and Saturday)- date(s) TBD.

Social Media (E. Steinman) *See Report*

Facebook: Total Reach 192,000 – Total Engagement 14,000

Top Demographics: Women – 78% - Ages 35-44

West Chester, Downingtown, Philadelphia

Facebook Boosted Post \$60 – Bagelman Realty – New Business

Next Meeting: Thursday, March 15, 2018 – 8am – BID Office (137 N. High)