

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

November 13, 2018

- I. Introductions & Public Comment:** (S. Riper)
- II. Approval of *October Minutes*** (S. Riper)
- III. Comments of Chair:** (S. Riper)
- IV. Executive Director Report:** (M. Johnstone)
- V. Treasurer/Finance: *See Budget Reports*** (M. Reese)
- VI. WCDF:** (M. Holliday)
- VII. Borough Update:** (D. LeBold)
- VIII. Committee Reports: *See Reports***
 - Advocacy/Design
 - Business Attraction
 - Customer Attraction / Marketing
- IX. Other Business:**

Next Meeting: Tuesday, December 11, 2018 – 8am - BID Office Conf. Rm.

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
137 N. HIGH ST.
BOARD OF DIRECTORS
October 9, 2018

Present Board: T. Crisp, M. Holliday, D. LeBold, R. May, M. Reese, S. Riper, B. Scott, T. Walsh, A. Wetzel, K. Winston, M. Yoder
Absent Board: H. Brown, M. Kichline, L. Nelson
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Pat Comerford- Jane Chalfant/Kiki Boutique, Julie Dietrich- West Chester University, Denise Wroten- Wroten Renovation, Market Street Realty

I. Introductions & Public Comment:

(May) Discuss BID Board agenda business, first, before using up meeting time discussing other issues, such as those to be considered by Borough Council.

II. Approval of September Minutes:

-Motion to approve September Minutes
-Motion Passed: (Winston / LeBold)

III. Comments of Chair: (Riper) PECO construction project finished! (Wetzel) Street closure signs still in place at some locations. Johnstone has sent several emails to the project supervisor, but has not received a response. Malcolm will contact PECO management to get this issue resolved.

Board Nomination: Jonathan Long is a Borough resident and employed by the law firm of Buckley, Brion, McGuire & Morris LLP.

Motion to approve letter from the BID Board of Directors to the Borough Manager, with the recommendation of Jonathan Long for appointment to the BID Board of Directors.

Motion Passed: (May / LeBold)

(Riper) The Executive Board will be more stringent regarding Board member attendance-requiring their presence at a minimum of 75-percent of the monthly Board of Directors meetings each year. In addition, Board members will be expected to participate on one of the BID Committees: Advocacy / Design, Business Attraction, Customer Attraction / Marketing.

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

Aqua to replace Gay Street water pipe infrastructure. A public meeting for impacted businesses will be scheduled before the tentative construction start date of January 2, 2019.
Board Priority Items update distributed. As a Designated Main Street, the BID must complete and submit to the PDC required reports. Our designation status expires at the end of 2019.
Malcolm will email details of reports to the Board.

Melton Center: (Winston) A development that will provide workforce housing and locations dedicated to workforce training (HVAC, culinary) is being planned.

Motion for BID to submit a letter of support for a workforce housing development in the Borough's east end.

Motion Passed: (Scott / Walsh)

- V. **Treasurer / Finance:** (Reese) Updated P&L Reports (From Reports in Drop Box)
Malcolm made recommendations to make P&L more reader / user friendly. Tracking close to budget.

Motion to pass Resolution No. 2018-2 imposing attorneys' fees upon unpaid annual assessment for which municipal claims are filed:

Motion Passed: (Walsh / Crisp)

- VI. **WCDF (Holliday)** The BID can expect to receive their \$15,000 payment for 2018, shortly. The 2018 Grant Program awarded a total of \$18,000 to (11) non-profit organizations in the Borough. The West Chester Preservation Awards ceremony and reception will take place on Oct. 18th at CCHS.
- VII. **Borough Updates: (LeBold)** Borough Council has voted for a 5% increase in event fees in 2019. Also considering increased liability coverage for larger public events. (Malcolm) Eli Kahn has scheduled a public meeting with owners of businesses and properties that are in immediate proximity to *44 West* (Church / Gay) development. The breakfast meeting will take place Oct. 23rd at CCHS. BID Board members are invited to attend. The goal is to have the building open by December 2019. Eli will be leasing 53 spaces at the Borough's Parking Lot #10. (Plans to develop Lot #10 are being discussed.) Public Safety is considering stricter enforcement of the Borough's noise ordinance.
- VIII. **Committee Reports: (See Reports)**
Advocacy: Bravo Company / Uptown! Knauer Theater has received \$225,000 from Univest Bank from the sale of tax credits allocated to the theater company.
Business Attraction: sample business plan for new or expanding businesses on SBA website, and the link has been added to the BID website.
Customer Attraction / Marketing: (Riper) Working with Market Street Printers, the BID is reprinting (75,000) updated / redesigned downtown guides- expected by end of October. Shop Small West Chester – Nov. 23-25 planning is underway. The Borough has approved FREE parking all weekend at street meters and metered lots Thurs/Fri/Sat/Sun.
- IX. **Other Business:**
(Winston) The Melton Center will host its annual community day event this Sunday.

Next Meeting: Tuesday, November 13, 2018 – 8am – BID / Chamber Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | October 6, 2018 – November 9, 2018

State Secretary Davin visits West Chester

As the West Chester designation for Keystone Communities winds down, PA Department of Community & Economic Secretary Dennis Davin, part of Governor Wolf's office, made a brief visit to downtown to review West Chester's progress. During the last five years, downtown West Chester has received \$250,000 in funding for the Uptown! Knauer Performing Arts Center and the Façade Improvement Program. La Baguette Magique was also a high point of the tour since it was part of an international economic development program between Pennsylvania and France.

Mary Tate joins PDC as Field Services Coordinator

We will be seeing a new face from the Pennsylvania Downtown Center as Mary Tate has become its new Field Services Coordinator. Tate, a native of Western Pennsylvania, has gained invaluable experience in the areas of historic preservation, municipal government, and real estate development while living and working in Florida, Texas, and for the last two years, the Pittsburgh area. She will predominantly work with the DCED Keystone Communities Main Street and Elm Street programs, such as West Chester, facilitating revitalization efforts throughout the Commonwealth. She believes that preservation is an instrumental tool for community and economic development. Mary enjoys running, antique shopping, and spending time with her husband and children. Mary graduated from the University of Pittsburgh with a degree in History of Art and Architecture. She also attended Boston Architectural College where she received a Master of Design Studies in Historic Preservation.

44WEST

Construction crews installed security fencing around the perimeter of the project and along the eastern half of Church Street. A traffic lane remains open on Church Street with only periodic closures. No interruption of traffic will occur on Gay Street. Sidewalks are closed only at the construction site; all other sidewalks are open. On Thursday, November 15, 2018, demolition is scheduled to begin.

West Chester brings joy to social media

After participation in social media training sessions and discussions with experts from Facebook and the Chester County Conference & Visitors Bureau, Elle Steinman and I have kick-started the Brandywine Traveler Facebook page (advancing a BID goal) with impressive results: weekly growth in market positioning through Likes has averaged over 10-percent compared to typical growth of less than 1-percent. The most successful posts show the beauty of West Chester which has been described by one reader as "bringing a moment of joy."

Conference RFP

The BID has responded to an RFP sent from the Pennsylvania Economic Development Association (PEDA) for consideration of West Chester hosting their October 2020 annual conference. Using the experience provided by PDC's recent annual conference, a team of local agencies was put together and a proposal was submitted. The Board will recall that the economic impact of the PDC conference was estimated at \$187.500.

West Chester Business Improvement District
Advocacy & Design Meeting
October 26, 2018 | 8am
MINUTES

Attendance: Chris Blakely, Chair; Jimmy Jefferis, Dave Sweet, Roy Smith, Tony Celia, Julie Dietrich, Bruce Cavin, and Dan Balmer. Staff: Malcolm Johnstone.

Minutes

Minutes of September 28, 2018 were reviewed and approved without objection. Jimmy/Bruce

Localized App

Dan Balmer presented his Localized App program available to mostly restaurants to provide up-to-date customer information on what is being offered. I was agreed to create a Task Force Committee to examine how the BID might support this project.

Gift Card Program

Tony Celia presented his West Chester Gift Card program.
The following action plan was introduced by Tony:

GOALS:

- Promote consumer awareness of local businesses
- Motivate consumers to buy locally
- Generate measurable, sustainable increase in local merchant revenue
- Create business-helping-business culture / climate

PLAN:

- Offer gift card program with gift cards / gift certificates that can be redeemed exclusively at any of the participating merchants
- Gift cards retain their unused balance without expiration, encouraging card holders to repeat partial uses at multiple merchants

REQUIREMENTS:

- Exclusive use at participating merchants – no \$\$\$ “leave network”
- Merchants do not require special equipment / technology to participate (POS-agnostic, supports cash-only)
- Town of West Chester does not manage gift cards or pay merchants
- Cards can be personalized with custom artwork
- Cards can be physical or digital, sold at selected locations and/or online

NEXT STEPS:

- Plan 2-month pilot using existing AlottaJava® gift card system
- Select 10 “early-adopter” merchants from varied vertical markets (retail, restaurant, service)
- Promote new program for holidays
- Solicit feedback from pilot participants (merchants and customers), implement improvements and plan post-pilot

It was agreed to pilot the program. Roy/Dave

Business Attraction & Retention Committee
MINUTES
November 6, 2018 | 8am

Present: Richard May, Acting Chair; Tom Walsh, Denise Wroten, Chris Blakely, Ken Winston. BID Staff: Malcolm Johnstone

Minutes

The minutes from October 2, 2018 were presented and accepted. Tom/Chris

Chairs

The committee agreed to support the nomination of Denise Wroten and Ken Winston to co-chair the Business Retention & Committee for 2019 with the approval of the BID Board.

44 West

Demolition has begun at the old "Mosteller Building" site located at the corner of Gay & Church Streets. At the recent meeting hosted by the BID with Ely Kahn presenting aspects of the development, it was pointed out businesses at the ground level will likely be restaurant oriented. Office space will occur in the upper levels. Tom indicated that the Borough's Preservation Board will ask to tour the structures for artifacts that can be removed. He also said that historical markers will be installed to recognize the site of a business owned by Charles Burns, a local entrepreneur and former slave.

Melton Center

Ken discussed the plans for funding a proposed 55-unit Workforce Housing development that still has a \$1.5M gap that must be raised with public funds. Further, the school district will continue to operate a life skills center and the culinary school will remain.

List of rentable properties

Tom indicated that he will complete a comprehensive list of properties that are available within the BID by December.

Extra room at 17 West Gay Street

Tom pointed out that there is an empty room in the front part of the structure at 17 West Gay Street that the BID should consider asking to use for meetings and public presentations.

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

Total Number of Businesses: 603
Number of restaurants: 86 (15%)
Number of Retail: 72 (12%)
Number of Professional Services: 445 (73%)

Now Open

Retail: 1

Supplement Outlet of West Chester: 123 E Market St

Restaurant: 1

Liquid Eatery: 18 N High

Retail Service: 2

Lulu's Casita: 109 N High

Silver Stone Media: 8 E Gay

Office/professional service: 9

Verrica Pharmaceuticals: 10 N High

Maturano & Associates: 20 W Market

Preferred Home Health Care & Nursing Services: 17 W Gay

Kingsview Asset Management: 17 W Gay

Magnus Health: 17 W Gay

Chotkowski Law Offices: 232 W Market

First Bank: 121 N Walnut

Elevate Hair Studio: 237 E Gay

Milky Way Digital: 117 W Gay

Opening Soon: 6

align.Space: 2 W Market

[coffee shop], 111 W Gay

Sterling Pig Brewery: 113 W Market

Opa Taverna: 40-44 E Gay

Playa Bowls: 22 S High

Level13: 21 S High

Closed/Moved: 7

Todd Dring Photography: 8 E Gay

Qube Global Software: 10 N High

MainLine Solar: 237 E Gay St
Bethany Christian Services: 107 E Chestnut
Chester County Computer Corner: 40 S High
Direct Cellular Team: 134 N High
OurBus: Chestnut & High Streets

Business changes within the BID: 5

Tropical Homemade Ice Cream, 125 N Church, is moving to 39 W Gay and will become Que Rico
Homemade Ice Cream and Latin Grill.

Optimodal is relocating from 119 N High to 137 N High

Psychic Room has moved from 34 S High to 39 W Gay (upstairs)

Donatoni & Crichton has moved from 200 N High to 17 W Gay

**West Chester BID
Customer Attraction / Marketing Committee
October 18, 2018**

PRESENT: K. Cavin, T. Crisp, D. Fairman, S. Gabor, M. Manning, C. Reinhard, S. Riper, P. Zobel
BID STAFF: E. McGuire, E. Steinman – M. Johnstone – Not Present

DOWNTOWN GUIDE: Final Draft ready, shortly. Market Street Printers printing 75k guides.

MARKETING BUDGET / PLAN 2019: December 2018 – *Distributed*

Committee made the following changes to the proposed plan / budget:

Back away from print and add Radio Category – Budget - \$tbd

-County Lines Magazine Ads – Budget Reduced - \$8,000 to \$4,000

-Fig WC – Budget Reduced - \$12,500 to \$6,250

-Social Media Advertising – (See Below)

-Brandywine Visitor Channel / Video – (Work, w/Taylor Made Media / Video); Move \$4,450 into Social Media – Budget Increased - \$7,725 to \$12,175

-Summer Sidewalk Sale – Replace w/New Event – Budget - \$1,000 (Unchanged)

UPDATES:

-Plaza Development “44 West”: Eli Kahn held a Public Meeting with impacted business and property owners on October 23, 2018 at CCHS. Demolition to begin early Nov. and is expected to take approx. (3) months. The goal is for occupancy by December 2019.

-Zukin Hotel Development: Nothing new to report.

DOWNTOWN EVENTS / PROMOTIONS:

-Plein Air Art Show: Nov. 1st - 100 Block of East Gay – John Brandt Lee / John Cigler coordinating.

-Shop Small Weekend: Nov. 23rd-Nov. 25th. Group photo w/downtown retailers scheduled for Oct. 30th – 2pm – Steps of Historic Courthouse. Shop Small bags/promo giveaways at BID office. Street Banner – West Gay – Nov. 8th. Social Media campaign BID / Chamber.

-Holiday Window Decorating Contest: Karen Cavin will work with BID to coordinate details of the contest. Ideally, have windows decorated prior to Thanksgiving / Shop Small Weekend. Public Arts Commission (PAC) will judge windows.

-QVC West Chester Christmas Parade: Friday, November 30th – 5-9pm

Lamp Post Decorative Lighting: (Riper) The BID will purchase lights (approx. \$3,500) from Del Vacchio to be installed on every other pole in the downtown. Contact Public Works to confirm that they can handle increased number of poles, with a request to have installations finished before Shop Small Weekend.

Social Media Report: (E. Steinman) October 2018

Total Social Media Following/Likes: 31,730; Total Social Media Reach: 123,358 People

Facebook Highlights: Eclat Chocolate, Gallery Walk

-Eclat Chocolate: 3,654 (organic), Total Engagements: 89

-Gallery Walk: 9,585, Total Engagements: 250

Google Events Calendar 2019 *Attached*

Next Meeting: Thursday, November 15, 2018 - 8am – BID / Chamber Conf. Rm.

**Meetings take place on the 3rd Thursday of every month.*