

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

Agenda

BID Office – 119 N. High Street

October 10, 2017

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|---|-----------------|
| I. Introductions & Public Comment: | (Brown) |
| II. Approval of September | (Brown) |
| III. Comments of Chair | (Brown) |
| IV. Executive Director Report | (Johnstone) |
| V. Treasurer/Finance | (Blakely/Reese) |
| VI. WCDF | (Holliday) |
| VII. Committee Reports: | |
| -Advocacy | (Johnstone) |
| -Business Attraction | (May/Walsh) |
| -Customer Attraction / Marketing | (Riper) |
| VIII. Other Business: | |

Next Meeting: Tuesday, November 14, 2017 - 8am - BID Office Conf. Rm.

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
September 12, 2017**

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

I. Introductions: No Introductions / Public Comment

II. Approval of Minutes:

Motion to approve July Minutes.

Motion passed (Riper / LeBold)

Motion to approve August Minutes.

Motion passed (May / Walsh)

III. Comments of Chair (Brown): There was discussion regarding the Pennsylvania Downtown Center (PDC) Assessment of the West Chester BID, and additional comments from board members were noted.

Parking Master Plan:

Motion to accept initial (BID) recommendations as noted in the Parking Draft.

Motion Passed: (Walsh / Blakely)

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

Chris Blakely will join Malcolm at the Leadership Forum for Board Members on Sept. 13th in Reading, PA. West Chester has been selected to host the 2018 Pennsylvania Downtown Center (PDC) State Conference, which will bring in 250 managers from across PA, as well as surrounding states, June 3-6th.

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

Assessment income at the end of August - \$309,000. Expenses on track. The Banner Program has been added as an expense line item in the 2018 budget.

VI. WCDF: (Holliday) This year's grant program will award a combined \$17,000 to 501(c)(3) organizations in the Borough. The West Chester Preservation Awards Ceremony/Reception, will take place on Thurs. evening, Oct. 19th at CCHS. Tickets are available on-line, through Eventbrite.com. Hope you can make it!

VII. Borough Update: (LeBold) **E. Kahn Development** – There is discussion about revising the zoning ordinance to accommodate the plaza development.
Borough Survey – WCU to conduct a survey of Borough residents regarding borough services, that will include a question regarding downtown retail business preferences. **Public Arts Program** – Seven confirmed committee members, with two more confirmations likely. **Historical Commission** – needs volunteers!

VIII. Committee Reports: *See Reports*

Advocacy (Johnstone) EDR Liquor Licenses - Conduct roundtable discussions with representatives from the downtown restaurant community, BID and Borough to establish next action steps.

Business Attraction (Walsh / May) Expand “Available Space” directory on website to include all available downtown office, retail, and restaurant space.

Customer Attraction / Marketing: Worked on 2018 budget / plan draft – to include brochure redesign- expanded to 36-panel to include Retail Services category, and upgrades to DowntownWestChester.com. Gallery Walk – First Friday, October 6th. November First Friday “Shop Local” (American Express).

IX. Other Business: (Scott) Suggested that BID work with Building & Housing on a plan to reiterate to Downtown property owners that it is the responsibility of the property owner to clear trash, leaves, and snow from sidewalk in front of their property, and that continued neglect of sidewalks will result in fines.

Next Meeting: Tuesday, October 10, 2017 – 8am – BID Office Conference Room.

FYI: *The offices of the West Chester BID and the Greater West Chester Chamber are tentatively scheduled to relocate to 137 N. High St. before the end of the year. The space includes a more accessible, first floor, conference room that will better accommodate Board and Committee meetings.*

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | September 8 – October 6, 2017

Working towards a cleaner, greener downtown

Recently, I was advised by Tom Wang that he will no longer be working with the BID clean-up program because of personal issues. I immediately put out feelers for replacement services. Gary Zang of DGS Landscaping Company, who does our downtown planters, said he could provide the services within the BID budget through the end of the year. So far, this arrangement is proving to be meeting the downtown clean-up needs and I believe these efforts will make a significant difference.

Perhaps the most difficult challenge facing the downtown is the cleanliness of the sidewalks. It's not that there hasn't been a great deal of focus and investment. Indeed, we've seen a number of BigBelly solar-powered compactors proliferate the downtown, and the West Chester BID has continued to coordinate downtown cleanup efforts with WCU's community outreach coordinators as well as the Chester County District Courts. More than one-thousand volunteer hours are dedicated each year toward addressing this important issue.

The BID will continue to work together with the business community to take action where to make a positive impact on the cleanliness of downtown.

WCDF leads local support for statewide revitalization conference

Just after the announcement that West Chester will host the Pennsylvania Downtown Center's 2018 Annual Statewide Community Revitalization Conference June 3-6, the West Chester Downtown Foundation (WCDF) voted to become the first local Major Sponsor of the conference.

"This conference is a remarkable opportunity for showcasing our community's hospitality," said Matt Holliday, President of the WCDF Board of Directors. "We're proud to be able to support a state-wide gathering of professionals plus many others from New Jersey, Delaware, and Maryland. They all are coming here to expand their knowledge of revitalization practices."

The theme of the conference is Embracing Change: Empowering the Future of Your Community's Revitalization Effort. "In many ways, West Chester will be an active case study for the participants," continued Holliday. "Everyone will be able to experience the benefits of the changes over the last twenty years and discuss them with the people who made them happen."

The West Chester Downtown Foundation was founded in 2004 as a non-profit, 501(c)(3) organization that promotes community interest in the vitality, culture, and livability of Downtown West Chester through education, preservation and collaboration.

At the Borough

Mike Perrone is now serving as the acting borough manager as Mac Cotter has taken an indefinite paid leave of absence, according to Diane LeBold in the October 6 edition of the Daily Local News.

West Chester Business Improvement District
Advocacy Meeting
September 22, 2017 | 8am
Minutes

Attendance: Holly Brown, Acting Chair; Fred Gusz, Dave Sweet, Jimmy Jefferis, Bruce Cavin, Ray Ott. Staff: Malcolm Johnstone

Minutes

Minutes of August 25, 2017 were reviewed with a minor correction and accepted.

Clean & Green changes

Tom Wang has e-mailed the BID that he is no longer going to provide Clean & Green Services due to personal issues. As a result, the committee has accepted Malcolm's recommendation to contract with Gary Zang of DGS Landscaping Company at a cost of \$45 per hour; \$270 per week to start as soon as possible. There's flexibility with days/time, but ideally Tuesday, Thursday, and Saturday or Wednesday, Friday, and Sunday. Mornings are good, two hour shifts. The area is High Street between Chestnut & Miner; Gay Street between Matlack and Darlington; and Market Street between Matlack and Darlington. The area at High & Gay is usually most needful. Fred and Malcolm will also plan to meet with Gary.

Preservation of local African American culture

Philip J. Merrill and Veronica A. Carr of Nanny Jack & Co. has approached the BID, via Jim Jones, for a partnership supporting their efforts to identify and articulate the contribution of African Americans in West Chester dating back to the establishment of the Borough. Introductions to the Melton Center and Chester County Historical Society are needed.

PDC Annual Conference

The committee was reminded that the official announcement that West Chester has been chosen to host the 2018 Pennsylvania Downtown Center (PDC) Annual Conference occurs Friday, September 22, 2017, at the Chester County Historical Society.

Parking

The committee encourages the BID Board to support the proposed changes to the downtown parking ordinance that will support, among other things, the proposed development at the corner of Gay and Church Streets.

WEST CHESTER BID
Business Attraction Committee
MINUTES
October 3, 2017 | 8am

Present: Richard May, Tom Walsh, Holly Brown, Christopher Blakely, and Tony Webb.
BID Staff: Malcolm Johnstone

Minutes

Reviewed with no objection.

Business attraction statement

Chris drafted a statement that profiles the attractiveness of West Chester for potential business relocation prospects. See attached.

PDC Conference sponsorship

The committee agreed that a 2018 budget of \$5,000 would be in order to pay for a major sponsorship level of the upcoming PDC Annual Conference and its potential to expand the local economy with small conference attraction and \$1,000 for marketing costs applied to business attraction.

Kickstart program

As noted last month, a social media post was created to promote Gay Street Commons as having space available for rent. Malcolm provided analytics of the posting.

Almanac

The almanac was reviewed.

The West Chester Business Improvement District offers an attractive environment for businesses of all types. We can work with you to find a suitable site and provide you with initial marketing and community support.

We offer:

- A highly educated labor pool and a strong university environment provided by West Chester University.
- Employers and employees will enjoy the quality of life, recreational opportunities, and educational opportunities.
- Downtown amenities, such as shopping and restaurants, provide a hospitable environment.
- Assistance in marketing and business funding opportunities as well as contact information for regulatory agencies.
- Proximity to the fifth largest market area in the US.
- A stable and business-friendly environment.
- An urban location with the potential to attract and retain strong talent.
- Proximity to Philadelphia International airport, within approx. 45 minutes.
- Proximity to major highways and arterial roads.
- Access to mass transit bus routes and nearby train stations.
- A stable, business-friendly environment and tax structure.

We welcome the opportunity to engage with you and encourage you to consider locating in our award winning community, which include the Great American Main Street Award and Distinctive Destination recognition.

Contact:

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West Chester PA 19380
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DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
September 5, 2017

Total Number of Businesses: 563

Number of restaurants: 84 (14%)

Number of Retail: 73 (14%)

Number of Professional Services: 424 (72%)

Now Open

Retail: 2

Veruzka: 113 N High

TranquiliTEA Temple: 127 N Church

Restaurant: 4

Rize Pizza: 124 E Market

Love Again Local: 18 S Church

Baked Cookies: 32 S High S

Nectar: 2 W Market (unconfirmed)

Insomnia Cookies: 142 W Gay

Retail Service: 1

HealthMarket Insurance Agency: 124 W Market

Office/professional service: 0

Opening Soon: 6

Righteous Felon Craft Jerky: 135 E Gay St (unconfirmed)

Testo Solutions USA: 2 W Market, 3rd & 4th Flrs

Pure Fire Pizza: 30 S High St

La Chic: 14 W Gay

White Oak Tattoo Co.: 108 W Market

Retail: 13 S Church

Closed/Moved: 3

Jimmy John's: 124 E Market

Acorn Cottage: 14 W Gay

Rex's Bar: 29 E Gay

Business changes within the BID: 2

Tesoro has expanded to 230 W Market

i-Pasta is opening as Dolce Zola: 136 E Gay St

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Business changes within the BID: 1

i-Pasta is opening as Dolce Zola: 136 E Gay St

Notes:

Righteous Felon Craft Jerky opened at 257 E Chestnut St (outside BID)

West Chester BID Customer Marketing Committee
West Chester BID Office
September 21, 2017

Present: H. Brown, T. Celia, D. Fairman, S. Gabor, M. Manning, C. Meadows, E. Pisano, S. Riper

Introductions: Emily Pisano – Tesoro Designs, Sharon Gabor – Uptown!

Marketing Budget/Plan 2018: Change “Print/Design/Photos” to “Promotions/Customer Attraction” - \$5,000. Malcolm will ask the CVB about grant funding (Room Tax \$) to fund the banner program. CTM will be sending proposal for increased distribution to include Brandywine Valley Hotels / Attractions, PA Road Trip map ad, Explore Board, and Mobile (Seasonal) Display.

Downtown Events & Promotions:

Malcolm explained that the brief rain was the reason for canceling the Clydesdales Parade. Received positive feedback on the Chester County Restaurant Festival, but there were some negative comments regarding the live music.

Upcoming:

Gallery Walk – October 6th, with 28 hosts! Gallery Walk radio ads on WXPB.

November / December Holiday:

-First Friday – November 3rd

-*Shop Small West Chester* – November 23rd – 26th

BID / Chamber collaborating to promote through social media, window/garage signage, street banner, landing page at DowntownWestChester.com.

-First Friday – December 1st – West Chester Christmas Parade

Social Media & Website Analytics – (Johnstone For Steinman) Report Distributed

The 5 Senses: Glass Pumpkins & Spiders (Featured In Fig) Boosted Posts: \$60

Total Reach – 10,293; Total Engagement – 1,075; Women Ages 25-34 Yrs. (21%)

VK Veruzka – Kickstart Program: Boosted Posts: \$60

Total Reach - \$15,599; Total Engagement – 2,044; Women Ages 25-34 Yrs.

Next Meeting: Thursday, October 19, 2017 – 8am – BID Office Conf. Rm.