

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

September 8, 2015

Agenda

BID Office – 119 N. High Street

- I. Introductions & Public Comment (Brown)
- II. Approval of August Minutes (Brown)
- III. Comments of Chair (Brown)
-BID Five-Year Strategic Plan
- IV. Executive Director Report (Johnstone)
- V. WCDF (Wileczek)
- VI. Treasurer & Finance – (Blakely)
- VII. Committee Reports:
 - a. Advocacy (Gusz)
 - b. Business Attraction (May/Walsh)
 - c. Design – (No Mtg.) (Ott)
 - d. Marketing (Riper)
- VIII. Other Business:

Next Meeting: Tuesday, October 13, 2015 - 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
August 11, 2015**

Present Board: H. Brown, F. Gusz, M. Kichline, R. May, J. Norley, R. Ott, S. Riper,
B. Scott, T. Walsh, A. Wetzel, K. Wileczek, M. Yoder
Absent Board: C. Blakely, T. Crisp, L. Nelson
BID Staff: M. Johnstone, E. McGuire
Present Other: Suzanne Adams, Steve Fromnick, Steve Pitcherella

I. Introductions & Public Comment: (No Public Comment)
Suzanne Adams, Steve Pitcherella were introduced.

II. Approval of July Minutes:

(Wileczek) Correction to WCDF update: The WCDF Grants Committee will award \$10,000 in grants, this year.

Motion to approve July minutes, as amended:

Motion Passed: (Ott / Walsh)

III. Comments of Chair: (Brown)

(Pitcherella) *West Chester BID Five Year Plan 2016-2020 Approval Proposed Schedule* was distributed for review and consideration.

The West Chester BID Five Year Plan, along with a cover letter from West Chester Borough Council, must be mailed to property owners no later than August 22, 2015. (Malcolm will contact Ross Unruh to seek legal advice on hand-delivering, versus mailing)

Motion to approve distribution of the preliminary West Chester BID 5 Year Plan to property owners by August 22, 2015.

Motion Passed: (Walsh / Gusz; (Scott – Voted “No”)

(Adams) The Plan was developed in collaboration with the PDC, and the Goals and Objectives conform to the five PDC program areas: BID Authority Organizational Development; Design and Appearance; Economic Assets; Marketing and Promotions; and Safe, Clean & Green.

Plan revisions since the last committee meeting, include:

-1A BID Authority Organization: *Adjust the assessment rate to 3 mils (0.3%)* (This represents an increase of \$23,400 in annual revenue that will fund a sustainable banner program)

-3A Economic Assets: *Coordinate with the Borough's (Borough-wide) economic development efforts.* (Business Attraction Committee)

Additional revisions made at today's BID Board meeting:

-3A Economic Assets: *Guided by PDC vision, create a market based and asset driven approach for identifying and securing desired additions to the BID occupancy mix, and include map.*

-Use “Five Year” consistently throughout Plan, (replacing “Strategic”)

Motion to adopt the West Chester Business Improvement District Five Year Plan for the period 2016-2020, as revised.

Motion Passed: (May / Walsh); (Scott, Norley Abstained)

IV. Executive Director Report: *See Report*
Parking payment options will now be automated at the Bicentennial Garage and Chestnut Street Garage. Clydesdales are returning to downtown West Chester on Friday, September 4th.

V. Treasurer & Finance: *See Report*
Month-End Bank Balance: \$162,715. About 75% of assessments payments have come through.

Denise Polk's *Proposal for West Chester University, Borough, BLUER, Food-Generating Businesses Partnership with the BID in a Food Recovery Pilot Program* was distributed for consideration. In the absence of the BID Treasurer, the Board tabled further discussion.

The Chester County Assessment Office will receive an appeal from DNB to consider the Catastrophic Loss Assessment Relief for the DNB Building, which recently suffered significant fire damage.

102 E. Market is scheduled to go to sheriff sale in late August. The BID is owed \$6,700 in past due assessments and late and legal fees. Attorneys for 102 E. Market, LP have extended to the BID the option of settling in advance of sheriff sale, at a discount. The following motion is made, based on the legal advice of Unruh, Turner, Burke and Frees:

Motion for the BID to accept payment from 102 E. Market LP of all past due assessments and late and legal fees, at a 10% discount, in advance of the scheduled date of sheriff sale.

Motion Passed: (Walsh / Ott)

VI. Committee Reports:
Advocacy: (Gusz) *See Report*
The committee has a plan to address the issue of about a dozen properties that have the appearance of blight.

Business Attraction: (Walsh) *See Report*

The grand opening of Old Soul Home Décor will take place during Gallery Walk. (Norley) Wyeth property still in litigation.

Design (Ott) *See Report* - The committee has re-prioritized current goals.

Marketing (Riper) *See Report* - Work with Design Committee and Borough on banner program. Upcoming events: Clydesdales, Gallery Walk, Sip & Stroll; Black Friday/Buy Local.

VII. Other:
(Brown) Congratulations and thanks to Mark Yoder and the Greater West Chester Chamber of Commerce for another successful Iron Hill Twilight Race Series event! Jordan Norley commented that discussions with Kahn Development Corp. are promising.

Next Meeting: Tuesday, September 8, 2015 - 8am – BID Office.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | August 8 – September 4, 2015

BID Re-authorization hearing

Board members are asked to attend a public hearing on Tuesday, September 22, 6pm, at the Council Chambers to consider the Five Year Plan that will extend the West Chester Business Improvement District (BID) for a period to end on December 31, 2020. Once the Plan is adopted as the Final Plan by Council, re-authorization is subject to a negative vote by persons representing ownership of 40-percent of the properties within the proposed district.

Clydesdale event

In order to ensure that licensed establishments that want to participate in the Clydesdale event which provides a ceremonial delivery of Budweiser beer, I made multiple visits to six establishments, exchanged dozens of e-mails, and attended a special Council meeting so that each would be qualified by achieving RAMP certification. An initiative of Mayor Comitta, RAMP stands for Responsible Alcohol Management Program. The certification process for this is deemed as a walk in the park by some; a labyrinth of bureaucracy by others. Currently, West Chester ranks number 1 in the state in percentage of RAMP certified establishments.

And just how popular are them Clydesdales? As of this writing, hours before the event, the BID website and facebook had a combined outreach and engagement of over 75,000.

West Chester invited to exhibit at APA State Conference

The Pennsylvania Chapter of the American Planning Association (APA PA) has invited West Chester, as part of the 2014 and 2015 Great Places winners, to provide an exhibit touting the greatness of such communities at their annual conference in Pittsburgh, October 19 & 20. This feature at the PA Chapter Conference is designed to recognize places with exemplary character, quality, identity, cultural interest, and community involvement (yep, that would be us). Please note that I have devised a display mock-up in the board room to inspire lively discourse.

Portable Recording Project

Bill Mann has advised the BID that Council has voted to expand the audio recordings to the Boards & Commissions meetings. This will provide everyone with the ability to listen to meetings on the Borough website. The BID is asked to participate in the following process:

1. Identify volunteers to help conduct the recordings. Then in October, the Borough Information Services staff will arrange a training. The Information Services staff will manage the equipment, be there to provide training and help whenever needed, manage the recordings, and upload recordings to the Borough website.
2. This solution is simply a laptop with recording software and four microphones. The equipment and software are extremely easy to use. Because of the various times and locations of these meetings we need each Board & Commission (along with involved staff) to be engaged and trained in the use of this equipment.
3. Volunteer's information will go to Bill Mann who will coordinate training in late September or early October with a "GO LIVE" date of January 2016.

West Chester Business Improvement District
Advocacy Meeting
August 28, 2015 | 8am
Minutes

In Attendance: Fred Gusz, Chair; Bruce Cavin, Roy Smith, Suzanne Adams, Ray Ott, Jim Jefferis, Steve Pitcherella, Dick Yoder, and Amanda Sundquist. Staff: Malcolm Johnstone.

The previous meeting minutes were reviewed and approved.

BID re-authorization

There was curiosity concerning what the minutes of Council concerning the 2010 BID re-authorization may have said concerning the process. Malcolm indicated that the cost for mailing the Preliminary Plan to the business and property owners of the BID was \$4,000 to \$5,000. There is a strong interest to seek the final designation on September 22, the date established by Borough Council. Malcolm will seek to get on the Finance and Smart Growth Committees on Sept 9. A news release will be submitted to the DLN. The Destination piece will be loaded on the website and e-blasted.

Other stuff

Suzanne announced the Food Co-op pop-up on September 10.

There was a request for discussion to prohibit truck deliveries on Gay Street between 11:30 and 2 due to the congestion and noise it causes.

WEST CHESTER BID
Business Attraction Committee
MINUTES
September 1, 2015 | 8am

Present: Richard May, Fred Gusz, Chris Blakely, Michael Reese, Roy Smith, Tom Walsh, Greg Radford. Staff:
Malcolm Johnstone

Minutes

Approved (Gusz/Blakely)

Mapping program

Malcolm introduced a Google map model used by the Philadelphia Museum of Art as a potential model for the mapping of downtown available space and development projects by the BID. It was agreed that a beta map be developed for review and adjustments by the committee and Board.

Manager's Report

Malcolm pointed out that he met and presented with the CII realtor group and that it was well received with much positive attention. Angela Venet invited Malcolm to tour 134-138 E Market (Miller's Welding) which is For Sale for \$1.2M.

Other items

It was pointed out that the two-step inspection process for new restaurant inspections has been a burden for some establishments. It was agreed that there should be a reasonable expectation of review standards that would not constitute undo delays.

Malcolm will be in touch with Angela for any assistance with the Anchor Block submission for the theater.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
September 2015

Total Number of Businesses: 554
Number of restaurants: 78 (14%)
Number of Retail: 74 (13%)
Number of Professional Services: 402 (73%)

Now Open

Retail/Restaurant: 2

Old Soul Décor: 119 W Market
RapidDough: 30 South High (2015)

Office: 0

Opening Soon: 8

Dazzling Diamonds: 113 W Gay (Fall 2016)
Lorenzo & Sons pizzeria: 27 N High (August 2015)
T'Ever Café: 124 East Market (TBD)
Shawarma: 38 East Market (2015)
The Master's Baker: 319 West Gay (Former Beans): (June 2015)
Mediterranean Bakery: 154 W. Gay Street (2015)
Firehouse 51: 30 North Church (2015)
West Chester Coffee & Ice Cream Shop: 6 East Gay (2015)

Closed/Moved: 3

Pettine Law Offices: from 154 W Gay to 113 E Evans
Flavor Smoke Shop: 130 E Market St; closed
West Chester Soft Pretzel Factory: from 125-127 N Church to West Chester Pike

Planned Business changes within the BID: 5

Susquehanna Bank is changing its name to BT&T Bank
Hotel Warner expanding into adjacent space of Salon Ooh La La
Baco Taco expanding to adjacent property (8 West Gay Street)
Carlino's is proposing to apply for a liquor license (TBD)
i Pasta set to expand into 136 East Gay Street (TBD)
Synchrony is moving from F&M to a purchased property at 20-22 N Church

Recently moved or potential relocation of business: 1

Synchrony is moving from 2 West Market to 20/22 North Church (TBD)

Development Projects 3

Hotel at F&M Building
Hotel at 39 E Gay
Chestnut Street Apartments

West Chester BID Customer Marketing Committee

August 20, 2015 | 8am | West Chester BID Conf. Rm.

Present: K. Cavin, D. Fairman, M. Manning, S. Riper

BID Staff: M. Johnstone, E. McGuire

WC BID Reauthorization:

-West Chester BID 5-Year Plan – On Sept. 22, the West Chester Borough Council will consider making the current plan the Final Plan. This would begin the 45-day remonstrance (objection) period.

-West Chester BID Organization – Destination Downtown West Chester promotional piece due out in late August.

Banner Program:

Sandy distributed examples of banner ideas. There was consensus that the banners should display a family of three or four graphics. Suggestions included- “Downtown West Chester”, “Shop, Dine, Explore”. The BID will produce and install the banners at a rate of twenty percent per year. A banner ad hoc committee was established during the July meeting, and includes: Sandy Riper, Cyndi Meadows, Holly Brown, Lauren Hoyer

Black Friday / Small Business Saturday:

Sandy led the discussion for a Black Friday / Small Business Saturday marketing push to kick off the Christmas shopping season. The BID will run ads in the DLN (Weekender) the weekend before Thanksgiving and the weekend before Black Friday. DowntownWestChester.com shopping page, posters. DLN free press?

The Clydesdale Horses:

The Anheuser-Busch Clydesdale event is confirmed for First Friday, September 4 – 6-8pm. The event has a dedicated page on the website, which includes information on parking, and will be promoted through Facebook, e-blasts, and posters.

Sip & Stroll:

Sidewalk Sale event, taking place Sat., August 22nd. The event is being promoted with three quarter-page ads in the Daily Local News, Fig Magazine, DowntownWestChester.com, Facebook, and posters.

Next Meeting: Thursday, September 17, 2015 - 8am – BID Office