

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY**

**September 13, 2016**

**Agenda**

**BID Office – 119 N. High Street**

- I. Introductions & Public Comment (Brown)
- II. Approval of August Minutes (Brown)
- III. Comments of Chair (Brown)
- IV. Executive Director Report (Johnstone)
- V. Treasurer & Finance (Blakely)
- VI. Borough Updates (Cotter/Scott)
- VII. WCDF (Wileczek)
- VIII. Committee Reports:
  - Advocacy – No Meeting / No Update
  - Business Attraction – No Meeting / No Update
  - Customer Attraction (Riper)
  - Design – No Meeting / No Update
- IX. Other Business:

**Next Meeting: Tuesday, October 11, 2016 - 8am – BID Office**

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
AUGUST 2016**

**Present Board:** C. Blakely, H. Brown, T. Crisp, F. Gusz, R. May, R. Ott, S. Riper,  
B. Scott, T. Walsh, A. Wetzel, K. Wileczek, M. Yoder  
**Absent Board:** M. Kichline, L. Nelson, J. Norley  
**BID Staff:** M. Johnstone, E. McGuire, E. Steinman  
**Present Other:** Tom Wang – Clean & Green Coordinator

*Recordings of BID Board Meetings Available at West-Chester.com – Media Center*

- I. Introductions & Public Comment:**  
Tom Wang, West Chester BID Clean & Green Coordinator, was introduced.
- II. Approval of July Minutes**  
  
*Motion to approve July Minutes:*  
*Motion Passed: (Gusz / Blakely)*
- III. Comments of Chair: (Brown)** Mike Galey has been appointed to Borough Council, representing Ward 3. Mike will finish-out the term for Brian Abbott, who resigned in July.
- IV. Borough Updates (Scott)** BYOB hearing will be scheduled in the next couple of months. Comp Plan moving forward. The goal is to present a draft to Borough Council in September. (Funding deadline of Dec. 31)
- V. Executive Director's Report: (Johnstone) Report Distributed**  
  
**Busking Ordinance** – Borough Council considered implementing regulations that will permit street performing. The hearing, held on August 2<sup>nd</sup>, is continued to September 21, 2016. **Clean & Green** – Tom Wang will perform regularly scheduled, weekly, downtown cleanup activities on a part-time, (70 hr./mo.) basis. **Borough Parking Director** – Clark Elms, previously the Impark Manager at the Chestnut St. Garage, has been hired to this position, as of August 2, 2016. **Clydesdales** – The furry-footed giants will make their way back to West Chester on First Friday, September 2<sup>nd</sup>. The downtown restaurant community has financially supported the event, and the BID is helping to make the event possible by ensuring that police coverage is paid for in a timely fashion.
- VI. Treasurer & Finance (Blakely) Budget Reports Not Distributed**  
Approx. \$28,200 in outstanding assessment payments at the end of July. Budget / Expenses on track. Line of Credit loan paid back to FCB in July.
- VII. WCDF (Wileczek)** Considering (13) applications for (6) grant awards of up to \$2,500 each. Grant awards will be presented at the West Chester Preservation Awards Ceremony/Reception on October 20<sup>th</sup> at CCHS.
- VIII. Committee Reports:**  
**-Advocacy (Gusz) Report Distributed** - Public Works has begun a bi-annual program of power washing the Big Belly trash receptacles.

The Board approved Advocacy's recommendation to support WCU's *West Chester Together* program with a \$250 sponsorship. The Board approved Advocacy's recommendation to support WCU's *Compost Pilot Program* with a \$600 sponsorship, with the understanding that BID will submit payment, last, and that the payment will be made only if the program falls short of the last of the eight required sponsors.

A group of investors is working to acquire the Pfizer property to develop a year-round facility for sports and recreational activities.

**Business Attraction (Walsh) Report Distributed** Malcolm has been directed to meet with Borough Building and Housing officials to discuss possible issues regarding the integrity of the façade at 127 W. Gay St. (May) (6) businesses to open soon; (4) Retail, (2) Restaurant.

**Customer Attraction (Riper) Report Distributed** - Working on plans for Nov. First Friday, and holiday radio campaign.

**Design (Ott) Report Distributed** The Borough's new Parking Director, Clark Elms, will be invited to meet with Design to discuss the issue of the deteriorating sign board enclosures around the exterior of the Chestnut St. Garage. The committee will invite Clark Elms, the new Borough Parking Director, to a meeting to discuss the issue of the deteriorating signage enclosures around the exterior of the Chestnut Street Garage, and consider options for replacement.

- IX. Other Business:** Malcolm will schedule a meeting with CCHS to discuss banner funding.

**Next Meeting: Tuesday, September 13, 2016 – 8am - BID Office Conf. Rm.**

## **Manager's Report to West Chester BID Board of Directors**

Malcolm Johnstone, Executive Director | August 6 – September 9, 2016

### **New West Chester Book**

As part of the *Images of Modern America* series by Arcadia Publishing, Bruce Mowday and Melissa Mowday have authored WEST CHESTER, a trade paperback with more than 188 images of the Borough. The book release is scheduled to take place at the Chester County Historical Society on Friday, October 7, which is also Gallery Walk and not to be missed.

### **Reading PA thinks West Chester PA is cool**

Evan Jones of the Reading Eagle came to West Chester to write a feature story on downtown, published on the front page of the *Money* section on Sunday, August 21, 2016. The sub-heading read "College town's uplift has left businesses and consumers feeling happy" which pretty much sums it all up.

### **Tickets for New Year's Eve Gala at Uptown! Theater are now on sale**

Get yours now.

### **On the 'net**

The bars, restaurants, and shops were not the only ones to benefit from the recent visit by the Clydesdales. The BID's social media exploded with Facebook garnering a reach of more than 100,000 and engagement (chatter and clicks) of more than 15,000. Because more people are getting their information from social media, it is replacing the use of conventional websites. Thus the BID's website is experiencing a 20-percent reduction in visits at the same time outreach through social media is expanding by about 1,000-percent.

### **West Chester Comprehensive Plan**

The Comprehensive Plan Task Force, of which BID Board Members Bill Scott and Holly Brown are providing leadership roles, are getting close to submitting a final draft of the *Borough of West Chester Comprehensive Plan & Urban Center Plan* for consideration by Borough Council and the community. The recommendations of this plan should be of particular interest to downtown stakeholders.

### **PDC meetings**

For National Main Street Accreditation, DCED designated programs and PDC Recognized Members are required to attend the Pennsylvania Downtown Center's Managers meetings and at least one Leadership Forum for Board Members. The final one this year is at Gettysburg Seminary, Wednesday, September 14, 2016, 8:30am-12pm (and all day for managers). Board members are encouraged to attend.

### **Concern for storefront**

At the urging of several downtown property owners and the Advocacy Committee, a letter has been sent to the owner of 127 W Gay to encourage bringing the storefront back online as a viable and contributing property for the downtown (see next page).

West Chester Business Improvement District

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Malcolm Johnstone, Executive Director  
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September 8, 2016

Mr. John Laurento  
1228 Kay Circle  
West Chester PA 19382

Re: 127 W Gay St

Dear Mr. Laurento:

It has come to our attention that there may be some serious issues developing with the façade of your structure at 127 W Gay Street, West Chester. As you can see in the attached images, the weather this past season has destroyed nearly all of what remains of the sign over the front entrance. Further, you'll see that a portion of the Carrara Marble appears to be separating from the building wall. This may be creating a dangerous hazard and could injure someone on the sidewalk if action is not taken.

The use of Carrara Marble makes the traditional storefront an outstanding contributing feature of the historic district and the downtown. Its maintenance is essential and the façade should be protected. The West Chester BID is prepared to work with you to bring this structure back to being a viable storefront in the downtown. Depending on the timing, there may be grants and low interest loans available to you for a restoration of this structure. I would be happy to investigate the possibilities on your behalf.

We should not wait to have the façade become more damaged through neglect.

I would be delighted to meet with you at the property and begin working on a plan with you to save the structure and make the storefront it once was. Please let me know when it would be convenient to meet.

Yours truly,

Holly V. Brown

cc: West Chester BID Board of Directors

# West Chester BID Customer Marketing Committee

August 18, 2016 | 8am | West Chester BID

**Present:** M. Manning, C. Meadows, S. Riper  
**BID Staff:** M. Johnstone, E. McGuire, E. Steinman

**July Minutes:** *Distributed*

**Marketing Budget & Plan 2016: Total Budget: \$81,388**

**Iron Hill Race Series & Market Street Block Party** – Saturday, August 20<sup>th</sup>.

**Budweiser Clydesdales** – will parade through Downtown West Chester on First Friday, September 2<sup>nd</sup>, making stops at each of the full-license establishments. Police coverage costs- \$4,500.

**Ordinances** – Borough Council will consider several ordinances, including Busking and BYOB at the September meeting.

**Parking Director** – Clark Elms (Impark) has been hired to the position of Borough Parking Director.

**Shopping & Dining Guides** – Spectrum Printing (Lancaster) will print 25,000 updated guides.

## **Advertising / Promotions:**

**Radio** - Committee considering BID-subsidized holiday radio campaign with WXPB, Pandora.

**Recreation News** – Committee considered \$2,000 Recreation News proposal to market West Chester to wealthy / traveler demographic in DC area.

**Social Media & Website Analytics Report:** *July 2016 (E. Steinman) Report Distributed*  
*Reach: 150,000 (through organic and paid posts); Total Engagement: 7,000; Likes: 6,680*

**FB Boost – End of September:** *“What’s Happening in West Chester”*

**Ladies Night** – Thurs., Sept. 25<sup>th</sup> (Jane Chalfant, Sunset Hill Jewelers)

**Next Meeting:** Thursday, September 20, 2016 – 8am – BID Office Conf. Rm.