

**West Chester Business Improvement District
Advocacy & Design Meeting
MINUTES | July 10, 2020 | 8am | via Zoom**

Present: Julie Dietrich, Chair; Mayor Dianne Herrin, Ray Ott, Patti Campbell, A. Roy Smith, Will Williams, Patrick Comerford, Patti Campbell, Patti Diggin, Gabriella Velazquez, Brittney Brooks. Staff: John O'Brien and Malcolm Johnstone.

West Chester Main Street Strong

The Mayor provided an update of the West Chester Open-Air Marketplace that is serving as part of the recovery plan for West Chester. She emphasized that the marketplace provides an opportunity for visitors to shop and dine while exercising public safety through social distancing, hand sanitizing, and wearing face masks.

The marketplace could open as soon as Wednesday, July 15, if the final approval at the governor's office is made no later than Monday.

Julie and Pattie D. discussed their outreach plans and inclusion of younger people to adhere to safety standards. They further mentioned that WC Free Ride may have new investors and that the University remains interested in exploring how its services may complement those of the University toward addressing campus and local community transportation needs.

Roy brought up that care should be given with the use of terms so that there was no confusion regarding having Gay Street as an open venue versus providing a safe place for people to enjoy shopping and dining.

The public relations component will begin immediately using the program that was put together by Pattie Diggin and interns Gabriella Velazquez and Brittney Brooks.

Will Williams indicated that the state will not allow enforcement of the plastic ban program now in place in the Borough due to the COVID-19 emergency. Julie said that WCU continues to prioritize sustainability efforts, on campus and within the broader community and offered exploring how leveraging such partnership may be helpful to the Borough in the interim and beyond.