

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

April 10, 2018

- I. Introductions & Public Comment:** (Riper)
- II. Approval of *March* Minutes** (Riper)
- III. Comments of Chair:** (Riper)
-Bookkeeping Position (Update)
- IV. Executive Director Report:** (Johnstone)
- V. Treasurer/Finance:**
Audit Report (Larry Maulo – Maulo & Co.)
- VI. WCDF** (Holliday)
- VII. Borough Update:** (LeBold)
- VIII. Committee Reports: *See Reports***
- IX. Other Business:**

Next Meeting: Tuesday, May 8, 2018 – 8am - BID Office Conf. Rm. - 137 N. High St.

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
MARCH 13, 2018**

Present Board: H. Brown, T. Crisp, D. LeBold, M. Reese, S. Riper, T. Walsh, A. Wetzel, M. Yoder
Absent Board: M. Holliday, M. Kichline, L. Nelson, R. May, W. Scott, K. Winston
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Nick Vecchio – West Chester Press / Mathers Productions
T. Celia – Alotta Java, D. Arbucias – Chester Co. Comm. Office
(PDC Training Session Following Today’s Board of Directors Meeting)

I. Introductions & Public Comment:

Introductions will take place at the start of the PDC Training Session.

II. Approval of February Minutes: Daniel Arbucias

-Motion to approve February Minutes:

-Motion Passed: (Walsh / Brown)

III. Comments of Chair (Riper):

-Motion to endorse Nick Vecchio for appointment to the BID Board of Directors.

-Motion Passed: (Brown / Walsh)

-Motion to recommend to Borough Council an amendment to the BID By-Laws allowing the automatic appointment of the sitting WCDF President to the BID Board of Directors in an Ex Officio, non-voting capacity.

-Motion Passed: Walsh / Crisp

-Motion to move Design into Advocacy.

-Motion Passed: (Yoder / Brown)

The BID will prepare a Request For Proposals for a 3-year Landscape Maintenance Services Contract that will begin May 1, 2018.

The slate of authorized signers on the Fulton Bank Checking Account, which includes: Holly Brown, Matt Holliday, Richard May, Mike Reese, and Sandy Riper, was put to a vote, and passed unanimously.

-Motion to follow the recommendation of the auditor, Maulo & Co., for the BID to open a Fulton Bank account to serve as a pass through for funds generated from fundraising activities- (Annual Bartender’s Ball, Public Safety Go Fund Me, etc.)

-Motion Passed: (Walsh / Crisp)

-Motion for the West Chester BID to open a Line of Credit account with Fulton Bank.

-Motion Passed: (Crisp / Brown)

IV. Executive Director Report: (Johnstone) *See Report* The 2017 Annual Report from the West Chester Police Department highlighted that *Part 1 Crime*, regarded as serious crime, was down 22%, compared to 2016. This also demonstrates that serious crime has effectively been reduced 58% since 2000 (from 1,150 to 484 reported cases). “This statistic should be significant to our varied citizenry,” said

- V. Scott L. Bohn, Chief of the West Chester Police Dept. “This is an important statistic for individuals considering moving their families and/or businesses into our community, as it is a statistic that can be compared, nationwide, against other municipalities of comparable size and demographics.” The Greater West Chester Chamber of Commerce (M. Yoder) has offered to take over administration of the West Chester Police Department’s *Go Fund Me* page, and will confirm details with Chief Bohn. Attending the National Main Street Conference in Kansas City, MO during the week of March 26, and will be speaking at two sessions.
- VI. **Treasurer & Finance:** (Reese) *Report Distributed*
Received the full \$85,000 allocation from the Borough.
- Motion to Accept Treasurer’s Report:*
Motion Passed: (Walsh / Crisp)
- VII. **WCDF:** (Johnstone)
West Chester Preservation Awards Nominations Period: April 9-June 8.
Up on the Roof – Sat., June 2.
- VIII. **Borough Update:** (LeBold) Plaza Development: Zoning Amendment passed during a Public Hearing. Bernie Flynn proposing “Summer Mummers” parade. Zukin Hotel: Working out issues to move project forward. Pfizer Property: Deed restrictions in place- no residential. Rubenstein Property: Considering affordable apartment development for this location. Banner Program: Initial installation on High St., between Chestnut and Miner, will be in place by May 2018.
- IX. **Committee Reports:**
Advocacy / Design: (Blakely) *See Meeting Minutes* BID will organize an ad hoc committee to address zoning modifications. Borough Council considering plans to deck Lot #10, with leased spaces on lower level, and transient parking on upper levels. Leased spaces for daytime use, only, and the full lot would be open for public use during evening hours. Public Hearings will be held prior to Council making a final decision. Chief Bohn has asked the BID to organize a Best Practices seminar on crime prevention. BID will offer to provide assistance to the Borough’s Wayfinding Signage program.
Business Attraction: (Brown) *See Meeting Minutes & Business Almanac*
Lani Frank is having difficulty filling vacancies at 117 West Gay (Offices). Holly suggests retail co-op – similar to West End Garage co-op, in Cape May, NJ.
Customer Attraction / Marketing (Riper) *See Meeting Minutes*
Polly Zobel has been coordinating monthly meetings with some of the retailers, and brings their comments to Marketing Committee, each month.
- X. **Adjournment:** Board meeting was adjourned and the PDC Training Session commenced.

Next Meeting: Tues., April 10, 2018 – 8am – BID Office Conf. Rm. – 137 N. High St.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | March 10, 2018 – April 6, 2018

Donley Family and Restaurant Community make contribution to Police Department

This past year, a total of \$3,509.36 has been raised to fund the West Chester Police Department in support of installation of cameras for public safety. The funds were raised by the Donley Family GoFundMe.com campaign and the Restaurant Community. The following statement was made by the Donley Family to the Mayor, Chief of Police, and BID: "In the years that have passed since our son was randomly and violently assaulted, so many amazing things have happened as a result of people working together for the greater good: the R.A.M.P. certification for servers downtown, the purchase and installation of cameras, and more awareness and transparency about this on campus."

National Main Street Conference

I had the privilege of attending and presenting at the National Main Streets Conference in Kansas City during the week of March 26. Among the ideas I was able to bring back to our downtown:

- How communities are using #ShopSmall as a strategic application;
- Excellent ideas on mapping downtown;
- Enhancing the value of Heritage Tourism.

Downtown Tree Wells

The Borough's Shade Tree Commission is considering updating the downtown tree wells and is using the tree wells outside the new BID and Chamber offices as good examples of how they should be managed throughout downtown. About 70 tree wells would be effected.

Bookkeeping position

Carol Lady has agreed to be the bookkeeper for the West Chester BID. She can usually be seen at the office on Tuesdays where she also provides bookkeeping duties for the Chamber.

In the media

An article appeared in the Winter edition of *State of Main Magazine* highlighting West Chester's advocacy supporting funding for National Parks and Historic Tax Credits.

West Chester BID uses live streaming to spread awareness for downtown businesses

The BID has partnered with the StreamGeeks (139 W Market St) to provide live streaming services to small businesses in the downtown area. Helping small businesses in retail, fashion, and food services, the BID has leveraged the power of live streaming on Facebook to increase customer traffic and sales for downtown West Chester businesses, which leads us to our . . .

Quotable Quote

"We are so happy to see our local Main Street organization supporting small business on social media. I didn't realize that the BID team was so well versed in Facebook, audience engagement and social media marketing in general." -- Paul Richards, Chief Streaming Officer for StreamGeeks; April 3, 2018.

West Chester BID Advocacy / Design Committee

March 23, 2018 | 8am | West Chester BID Conf. Rm.

Present: C. Blakely, H. Brown, B. Cavin, F. Gusz, R. Smith

BID Staff: E. McGuire (for M. Johnstone)

Introductions – No introductions.

Motion to Approve February minutes.

Motion passed: (Gusz / Smith)

Landscape Maintenance RFP approved, as presented. The RFP will be advertised in the DLN, following final approval from the Executive Board. (The current contract will expire on April 30, 2018.)

Kiosk vs Meters – Holly Brown will be in contact with Bernie Flynn and Denise Polk to suggest that a consultant explore options and make recommendations to the Borough for a standardized, user-friendly system.

Banner Program – Initial installation on High Street, between Chestnut and Miner, is scheduled for early May 2018. Both Uptown! and CCHS have requested that banners, promoting the museum and the theater, be placed in front of their respective locations; however, only CCHS is equipped with a pole that would accommodate a banner.

Advocacy Committee – Holly Brown will invite Bernie Flynn to participate on the committee.

PDC Conference – June 3-6. Volunteers needed for various days/times.

Other:

Street Closings – PECO is scheduled to begin gas line repairs on East Gay. The project will involve periodic closures on E. Gay- between High & Matlack, and N. Walnut- between Gay & Chestnut.

Historic Tax Credits – (Smith) Explained that the new budget still allows up to 20-percent; however, the credits are now spread out at 4% per year, over 5-years.

State of Main Magazine (Winter 2018) Article: *Main Street Advocacy at the Federal Level – Main Street Goes to Washington, D.C.* “This spring, Malcolm Johnstone, Executive Director of West Chester BID visited Capitol Hill to educate Pennsylvania Legislators about deferred maintenance in our national parks.”

Next Meeting: Friday, April 28, 2018 – 8:00 am – BID Office Conf. Rm.

WEST CHESTER BID
Business Attraction & Retention Committee
MINUTES
April 3, 2018 | 8am

Present: Christopher Blakely, Richard May, and Ray Ott.
BID Staff: Malcolm Johnstone

Minutes

The Minutes from March 6, 2018 were reviewed without objection.

Attracting the Entrepreneur campaign

Further discussion took place for hosting the SCORE agency to do an educational session for would-be entrepreneurs. Such a session would be useful as an opportunity to introduce investors to downtown West Chester as a place that has the resources to support emerging businesses.

Social media workshop

The group agreed that the BID should conduct a social media workshop for retail and restaurant owners to provide enhanced skills to individual businesses seeking to have a more effective social media presence.

Hotel development

No final decision has been made to the proposed hotel at Gay & Walnut.

Other items

Chris pointed out that the Philadelphia Inquirer's *Best of the Burbs* edition included a selection of four West Chester eateries, although none were reviewed in Craig LaBan's annual restaurant guide.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
April 3, 2018

Total Number of Businesses: 593
Number of restaurants: 87 (15%)
Number of Retail: 74 (12%)
Number of Professional Services: 436 (73%)

Now Open

Retail: 0

Restaurant: 2

Andiario: 106 W Gay
Edie's Sweet & Savory Pastries: 136 E Market St

Retail Service: 1

First Priority Bank: 237 E Gay

Office/professional service: 2

Precision Realty Group: 107 E Chestnut St
ASSIST Inc: 117 W Gay

Opening Soon: 9

Thrifty Vintage: 14 N Church
All the Dogs: 13 S Church
Liquid Eatery: 18 N High
Luxey Little Ones: 135 E Gay
Cee Jay Frederick Associates: 1 S High
Bango Bowls: 109 W Gay St
Kilwins: 39 W Gay
Align5: 2 W Market
Allplan: 121 N Walnut

Closed/Moved: 4

Nationwide Insurance: 117 W Gay
Bove Jewelers: 113 W Gay
Cashmere Salon: 237 E Gay St
WCU Ram Shop: 134 N High St

Business changes within the BID: 5

Sterling Optical is now Precision Eye & Care and moved to 113 W Gay

Chester County Women's Services has moved to 139 W Market St

TFS Capital is now Elmagin at 10 N High

Walnut St Labs has moved to 1 N Church, 3rd flr

Opa Opa is moving to SW corner of Gay & Walnut

West Chester BID Customer Marketing Committee
West Chester BID Office – 137 N. High St.
March 15, 2018

Present: H. Brown, T. Celia, T. Crisp, D. Fairman, S. Gabor, G. Lusby, M. Manning,
C. Meadows, S. Riper, N. Vecchio, P. Zobel

BID Staff: M. Johnstone, E. McGuire, E. Steinman

Marketing / Customer Attraction Budget / Plan: *March 2018*

February Minutes Distributed.

Updates:

Kahn Plaza Development: Demolition expected to begin in Spring 2018.

Zukin Hotel Project: The Zukin's and Cambria are working together to address issues in order to move forward with plans.

Lot #10 – Borough Council considering plans to deck the lot, with leased spaces on the lower level, and transient parking on upper levels. Leased spaces for daytime use, only, and the full lot would be open for public use during evening hours. Public Hearings will be held prior to Council making a final decision.

Banner Program: The initial installation of eighteen banners on High Street, between Chestnut and Miner, will be in place by May 2018. The program is being funded through the Borough's Public Arts Commission, and will include West Chester's Great American Main Street Award (GAMSA) logo, and a variety of renderings selected from local artist submissions.

Gay Street Closings - Malcolm will attend a meeting at the Borough, today, to learn more about scheduled street closings during PECO's installation of high pressure gas lines.

Dining Event: The restaurant group continues to meet to discuss ideas to replace SST with an event similar to Media's *Dining Under the Stars*. Current discussions leaning toward weekly, Thursday evening events, with downtown restaurants placing tables on both East / West Gay St. Parks & Recreation is prepared to do a pilot, replacing this year's August and September events. Malcolm met with Chief Bohn, who said he would be open to a beer garden component in the Downtown, suggesting that it serve as a fundraiser to benefit Public Safety.

Social Media Discussion: BID will schedule a meeting to include: Polly Zobel, Steve Riek, Elle Steinman, Jeff Zajak, Malcolm Johnstone, Dave Fairman, and Sandy Riper- to discuss strategies to better streamline the social media efforts of the BID, Chamber and the Downtown Retailers. Malcolm and Ellie participated in a *Facebook Best Practices* phone conference.

Social Media Report: *March 2018* (Steinman) – *Report Distributed / Attached*

Downtown Events & Promotions:

Gallery Walk: (Fairman) Promoted through various media outlets, including: Fig, DLN, County Lines Magazine, and WXP. Counter Cards (1,000) will be distributed to host locations, etc. before April 6 First Friday. (Maps distributed no sooner than 3-weeks out.) Artists are required to submit an application, for the Chamber's consideration, in order to exhibit artwork. Digital Graphics package is available on the Chamber's website.

Passport Shopping Promo – Sandy presented the idea for consideration.

Next Meeting: Thursday, April 19, 2018 – 8am – BID / Chamber Conference Room.

Social Media Report: March 2018

By Elle Steinman, West Chester BID

Results for February 2018

Facebook, Instagram: @DowntownWestChesterPA

Twitter: @downtownwcpa

Hashtags: #ShopSmallWC #DowntownWestChester

Total Reach: 203,747

Total Engagements: 20,792

+ 482 new likes/follows

Top Demographics: Women, ages 35-54

Top Boosted Promotions: Valentine's Day/March First Friday

Downtown West Chester, PA
Published by Elle Steinman · February 9 ·
shops and boutiques will be offering some SWEET Valentine's Day through 2/14. so be sure to head downtown to find the perfect gift for special someone! ❤️ #ShopSmallWC
www.downtownwestchester.com/retaildir.php

162 people reached

Boost Post

Performance for Your Post

8,262 People Reached

369 Reactions, Comments & Shares

316 Likes	288 On Post	28 On Stamps
14 Love	12 On Post	2 On Shares
12 Comments	8 On Post	4 On Stamps
27 Shares	27 On Post	0 On Shares

119 Reach

53 Profile Views	6 Link Clicks	60 On Page Clicks
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NEGATIVE FEEDBACK

7 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Height activity is recorded in the Facebook time zone. Ad activity is reported in the time zone of your account.

Downtown West Chester, PA
Published by Elle Steinman · February 26 at 12:10pm ·
Get ready to cure those winter blues because this Friday, March 2nd, is FIRST FRIDAY in Downtown West Chester! Many stores will be open late for your shopping convenience, so grab your friends and head downtown to enjoy some spring retail therapy! 🌸 #CureCabinFeverWC #ShopSmallWC
Visit www.downtownwestchester.com/view_program.php?id=468

10,687 people reached

Boost Post

Performance for Your Post

10,687 People Reached

445 Reactions, Comments & Shares

385 Likes	369 On Post	16 On Shares
9 Love	9 On Post	0 On Shares
12 Comments	10 On Post	2 On Shares
38 Shares	38 On Post	1 On Shares

479 Reach

165 Profile Views	28 Link Clicks	285 On Page Clicks
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NEGATIVE FEEDBACK

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Height activity is recorded in the Facebook time zone. Ad activity is reported in the time zone of your account.

Boost Info: \$60.00/4 days

Total Reach: 8,262

Total Engagements: 369

Relevance Score: 9

Boost Info: \$60.00/4 days

Total Reach: 10,687

Total Engagements: 478

Relevance Score: 9