

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

April 9, 2019

- I. Introductions & Public Comment:** (S. Riper)
- II. Approval of March Minutes** (S. Riper)
- III. Comments of Chair:** (S. Riper)
-West Chester Gift Card Program
- IV. Executive Director Report:** (M. Johnstone)
- V. Treasurer/Finance:** (*See Reports*) (M. Reese)
*Motion to approve 2019 signers on the WC BID
Fulton Bank Accounts:
M. Holliday, R. May, M. Reese, S. Riper, D. Wroten*

2018 Audit: Draft – Maulo & Co. (Larry Maulo, Bill Walton)

Statement of Financial Interest: (Distribute)
- VI. WCDF:** (M. Holliday)
- VII. Borough Update:** (D. LeBold)
- VIII. Committee Reports:** *See Reports*
-Advocacy/Design (J. Dietrich)
-Business Attraction (D. Wroten)
-Marketing/Customer Attraction (S. Riper)
- IX. Executive Session:**

Next Meeting: Tuesday, May 14, 2019 – 8am - BID Office Conf. Rm.
(Board meetings take place on the second Tuesday of the month)

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
137 N. HIGH ST.
BOARD OF DIRECTORS
March 12, 2019

Present Board: T. Crisp, J. Dietrich, D. LeBold, J. Long, R. May, S. Riper, B. Scott, A. Wetzels, K. Winston, D. Wroten
Absent Board: M. Holliday, M. Kichline, L. Nelson, M. Reese, M. Yoder
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Daniel Arbucias, Tony Celia, Kyle Hudson, Steve Reich, Tom Walsh

This meeting is being live streamed, by Kyle Hudson, via West Chester Government Live.

- I. Introductions & Public Comment:** Steve Reich (*May 23 Boutique*) inquired about the BID Board's intentions with regard to addressing a petition that he originated and circulated to some of the downtown business owners. The Board explained to Mr. Reich that they will be speaking, individually, to business owners who signed the petition, to hear their concerns.
- II. Approval of January Minutes:** (February Meeting Canceled Due To Weather)
-Motion to approve January Minutes
-Motion Passed: (Crisp / Winston)
- III. Comments of Chair:** (Riper) After a long battle with cancer, Kathy Vaughan passed away in her home, on March 7. *Kathy will always be remembered for her positive outlook, kind heart, and warm smile. Our deepest sympathies go out to Tim and his family. Rest in Peace, Kathy.*

Kathleen Vaughan Go Fund Me campaign is underway to provide financial assistance to the Vaughan family, as they cope with mounting medical expenses.

Motion to approve a \$300 donation, from the West Chester BID, to the Kathleen Vaughan Go Fund Me campaign.
Motion Passed: (Wroten / Dietrich)

- IV. Executive Director Report:** (Johnstone) *See Report* Borough Flag – The West Chester Borough Council has adopted a resolution establishing a design for the borough flag. This was a culmination of a project created by the West Chester Public Arts Commission (PAC) that chose three designs submitted by local artists and designers. The winning flag design, by Julie Allen, was ultimately selected, because it symbolizes the modern character and vitality of West Chester, as well as its historic roots. Borough Council will hold a public hearing to accept comments from the public and consider an ordinance to officially establish the design as the West Chester Flag. National Main Streets Conf. (Seattle, WA) 3/24-27; Vacation (California) 3/28-4/2

Treasurer / Finance: (Riper) West Chester Downtown Dollars Gift Certificate Program.

Motion to Adopt Resolution No. 1 – 2019 – Terminating the Downtown Gift Certificate Program.
Motion Passed: (Crisp / May)

- V. Borough Update:** (LeBold) Parking Committee: Kiosks will be installed on the West side of Lot #6. The committee will consider designated drop off / pick up locations for Uber, Lyft (Thurs-Sun./10pm-2am). The Borough will begin working with *Merje*, a downtown West Chester consultant company that specializes in wayfinding and garage signage. Borough Council has approved extending free metered parking to First Fridays January through December. ACT Committee will consider a request by the WCDF for use of the rooftop of the Chestnut St. Parking Garage for the Sat., June 1 Up on the Roof fundraising event.

VI. Committee Reports:

Advocacy / Design: *See Report* Mayor Herrin has established Town Pride program that will start with a kick-off of a downtown clean-up, scheduled for April 27.

Business Attraction: *See Report / Almanac*

Zukin Hotel – Voting on changes to Settlement Agreement on March 20, 2019.

Customer Attraction / Marketing: *See Report* BID Staff, and Board members Sandy Riper and Adam Wetzel, along with Jim O'Brien – Barnaby's, met with Parks & Recreation Director, Keith Kurowski, to continue discussions regarding Swingin' Summer Thursdays. A new dining-oriented event- *West Chester Alfresco Thursdays* seemed to get some traction with the group. Keith will present the event and details to the Police Department and Public Safety, for consideration.

VII.

Other Business: The regular meeting was adjourned, and the Board met in Executive Session to discuss matters of personnel:

The Board approved 2.5% increases for staff members Elizabeth McGuire and Elle Steinman, effective January 1, 2019.

Next Meeting: Tuesday, April 9, 2019 - 8am – BID / Chamber Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | March 9, 2019 – April 5, 2019

Being away

On March 24-27, I attended the National Main Street Conference in Seattle. As the Board will recall, I requested that the BID pay only for the conference registration and hotel lodging during the event. I otherwise took care of the travel and meal expenses. After that, I took time to meet with family in California and to have a bit of a personal retreat to reflect on the future of our downtown. I was back in the saddle on April 3.

This report is divided into three parts:

- Take-aways from the Main Street conference;
- What I perceive as future opportunities and challenges for downtown;
- Items of interest to the Board.

MANAGER'S REPORT: PART I – Main Street Now Conference, Seattle

Main Street Directors' Round Table

The group I sat with verified much of what the BID is already doing concerning outreach to parties that are demonstrating uncivil approaches, such as vague petitions, hostile social media, and other divisive behavior. It was advised that those that adhere to being an inclusive organization willing to perform civil outreach with identified common causes have enjoyed a higher success rate.

Brand Scoring, Arnett Muldrow & Associates

Systematically allows the BID to review 25 aspects of branding components. This should be an item for committees to use as a check list for effective branding practices.

Our Towns: Lessons Learned Across America

An inspiring discussion by Deborah and James Fallows who zig-zagged across America in a single-engine airplane to visit 29 communities and then wrote *Our Towns: A 100,000-mile Journey Into the Heart of America*. An autographed copy of the book is available to borrow from Malcolm.

Doctor Downtown: Elizabeth Parham, CMSM

When teaching social media or other internet practices, it has been demonstrated that hands-on training that provides an active computer for the student is more effective than simply conveying classroom information. Should we consider partnering with the Chester County Economic Development Council for use of their computer lab? That may also be useful for. . .

Google Train-the-Trainer

A partnership with Google to assist small businesses to develop the skills and apply the actions to have higher ranking on Google.

Collaborative Cultural Tourism

The Smithsonian Institution now offers traveling exhibits that tells the story of small town America. Should this be a BID sponsored project for CCHS?

Earth Planter Commercial Self-Watering Planter Systems

The BID is invited to acquire a demonstration planter at no cost, except for shipping.

Springboard

A system of gathering demographic information of downtown visitors using sidewalk video systems already in place.

Valley Forge Gateway to Certified Local Governments (CLG)

As CLG, West Chester has an opportunity to partner with national park sites within 60 miles. This includes both National Constitution Center and Valley Forge National Historical Park, the number one and two most visited places in the Philadelphia region. An effort will be made to see that West Chester has a presence, or higher presence, at both.

MANAGER'S REPORT: PART II – Goals, trainings, and communications

Post Office divestment (GOAL)

Actively pursue the adaptive reuse of the PO into the home of the West Chester Coop with continued presence of a PO branch.

Pennsylvania First (GOAL)

At the conference, I was able to spend enough quality time with Mandy Book, Manager of the Keystone Communities Program at the PA Dept. of Community & Economic Development (DCED), to learn more about *Pennsylvania First*, a program that is scheduled to receive more than double what it received in this year's budget. It may be useful for the Coop project. Turns out, there's a WCU connection. I will learn more after communicating with Julie Dietrich and Eileen Jenkins, 610-425-7435, ejenkins@wcupa.edu.

Enhance tourism budget, item 1 (GOAL)

With the planned development of Hotel Indigo, marketing planning should be developed to enhance the micro-tourism of West Chester and a more dynamic system to attract conferences.

Enhance tourism budget, item 2 (GOAL)

Visit McMinnville Oregon, an off-shoot of the McMinnville Downtown Association within a community of 34,000, has an annual marketing budget of \$620,000. This compares to the BID's current annual tourism budget of \$420. Yet, in the coming years, more room tax dollars than ever before will be generated by lodging places (including Airbnb) in the Borough. A concerted effort should be made to develop a partnership with the County to secure tourism dollars.

Aqua/PECO construction

The substantial downtown disruptions caused by PECO and Aqua, which will finally be completed with the repaving of Gay Street in a few weeks, will still need to be addressed as businesses recover.

44 West (GOAL)

It is an opportunity, a distraction, and soon to be a beautiful attraction, different from anything else in downtown. I challenge that the approach to supporting Eli Kahn's development will need to be equally different from what we've done in the past, including. . .

Parking issues at Lot 10 (Chestnut and Church)

The BID is on record to support decking Lot #10. It is recommended that monthly parking be on the lower level and transient parking on the upper level constructed flush to Chestnut Street. This would also allow space for the Saturday morning Growers Market.

Updating wayfinding

The Borough is moving closer to implementing a project to improve the signage leading to, and including, the parking garages at South High Street and at East Chestnut Street.

Swingin' Summer Thursdays

Through the leadership of Sandy Riper and Keith Kurowski, Borough Parks and Recreation, consideration is being given to going back to a focus on dining in the streets. If there is enough participation from the restaurant community to qualify for that aspect, the BID will need to significantly promote this event. By the way, Swingin' Summer Thursdays was originally developed in 2000 as a dining event.

Gallery Walks and First Fridays

The only collective direct response events on the BID event calendar are the First Fridays. Consideration should be given to funding enhancements and applying a theme for each one, the same as the Gallery Walks and Shop Small events.

Shop owners awareness

There will be continued efforts by board and staff to reach out to downtown shop and restaurants owners to bring mutual awareness for stakeholders in the downtown.

Expanding communications

The BID's social media, as robust as it is, must continue to expand on platforms served by our partners as well as the usual places, with a focus on twitter and e-mail.

New Five Year Plan

Perhaps most importantly, the new Five Year Plan, which is needs to be adopted by the BID and Borough, should be in place by the end of next year.

Visitors Center (GOAL)

Finances have restricted the BID from moving ahead on that project at the entrance of the BID/Chamber offices. Efforts will be renewed to provide some level of services in that space.

West Chester Gift Card

The West Chester Gift Card, a program being developed by Tony Celia, can be used at participating downtown shops, restaurants, entertainment, or personal service destinations. BID will assist raising awareness of the program for participating downtown businesses.

Women in History grant opportunity re: Laurie Rofini

The National Trust for Historic Preservation, Main Street America, and American Express are working together to bring \$2 million in preservation funding to projects on America's Main Streets through a robust campaign that will raise awareness of the work being done across the country to revitalize commercial districts in small towns, mid-sized cities, and urban centers. The public will be engaged in an online and offline participation campaign to help determine the winning projects. This year, to mark the upcoming 100th anniversary of the passage of the 19th amendment in 2020, the campaign will have a special emphasis on historic buildings and sites that celebrate the contributions of women in Main Street communities across America, both historic and modern day. Through this, Partners in Preservation will seek to uncover and raise awareness of women's often unrecognized contributions to American history and society.

The BID may work with the Chester County Historical Society to submit a nomination for participation in this program. The theme and place would be the recognition of the Pennsylvania's first Women's Conference at the Horticultural Hall. Grants will be a maximum of \$150,000.

MANAGER'S REPORT: PART III – News of the Borough

PEDA Conference (GOAL)

The Pennsylvania Economic Development Association's annual conference will not take place in West Chester in 2020 despite a vigorous recruiting effort by the BID and the Chester County Conference & Visitors Bureau (thank you Courtney Babcock!) with assistance by Uptown! Theatre and CCHS. West Chester fell short with a handful of technical aspects and the short calendar of available room discounts.

Borough Flag approved

With a five-to-one vote, the Borough Council adopted an official flag design at the recommendation of the Borough's Public Arts Commission.

Lyft/Uber parking (GOAL)

At the recommendation of the West Chester Police Department, there will be designated parking for Lyft/Uber vehicles between 10 p.m. and 2 a.m. on Thursday, Friday, and Saturday nights in downtown.

New banners

At the request of the Chester County Community Foundation, banners celebrating 25-years of philanthropy have been approved by Borough Council to be located in the area of West Market Street.

More new banners

A new set of banners are being prepared for East Market Street that celebrates a small selection of people throughout its history. Each banner identifies a person and their story. It's a great opportunity to explore previously little known aspects of the influential men and women who made West Chester a great community.

Earth Day downtown clean-up (GOAL)

Mayor Dianne Herrin is organizing a downtown clean-up day for April 27 with local volunteers making a clean sweep of downtown. Of special interest is that the Borough has agreed to acquire a gum removal machine.

WC Free Ride (GOAL)

Keith Hontz, Founder & CEO of West Chester Free Ride, is working with the Greater West Chester Chamber of Commerce to develop that provide free rides within the Borough in a five-passenger electric vehicle.

Growers' Market event

Growers' Market 25th Anniversary festival is currently in the planning stages to be held on Church Street between Chestnut Street and West Evans Street on Saturday, July 20, 2019. Downtown shops will be encouraged to be open for this traffic building event.

Borough Annual Parking Report

Clark Elms, Parking Director for the Borough, recently completed his 2018 Annual Parking Report. It was noticed that parking revenue for the downtown garages had a revenue increase of \$138,556 in 2018, which could be considered a positive indicator for downtown.

Clearing house for available properties

New strategies will be applied to enhance business attraction on the BID website and informational materials.

Director to leave CCHS

With accolades from the Board Chair Jim Sargent, the Board of Directors of the Chester County Historical Society (CCHS) and Elizabeth Laurent jointly announce her departure as President of CCHS, effective July 1, 2019.

**West Chester Business Improvement District
Advocacy & Design Meeting
March 22, 2019 | 8am
MINUTES**

Attendance: Julie Dietrich, Chair; Tony Celia, Fred Gusz, Jimmy Jefferis, Chris Blakely, A. Roy Smith, Dave Sweet, and Larry Maulo. Staff: Malcolm Johnstone.

Minutes

Minutes of February 22, 2019 were reviewed and approved. Jefferis/Smith

Stewardship

Larry Maulo was welcomed to the committee meeting. He presented a memo that covered important information as the BID considered its participation with the downtown Gift Card program by Tony Celia. While the committee agreed that the BID should support a request for \$200 from Tony and the Gift Card program, the questions in the memo need to be addressed. Malcolm was advised by SCORE members to consult an attorney before any public/private partnership could be considered. However, the BID is free to assist downtown businesses in providing awareness of their participation in the program as a normal activity.

Parking Wayfinding

Malcolm distributed information on the approved downtown consultant for the Parking Wayfinding program to be conducted by the Borough.

Borough Flag

The new West Chester Borough flag was accepted by the Borough Council at their last meeting.

Borough Annual Parking Report

The 2018 annual report from Borough Parking Director was shared with the committee. It was pointed out that parking revenues in both the downtown garages was \$138,556 higher than in 2017. This could be interpreted as a positive indicator for downtown visitorship.

Aqua Gay Street construction

Aqua Pennsylvania has completed the installation of 1,014 feet of new water main on the two-block section of Gay Street between Matlack and High streets. Starting March 22, Aqua will replace 533 feet of old water main on West Gay Street the last leg of the project. Work in this area is expected to be completed in April at which time Aqua will coordinate with PECO to complete sidewalk restoration and paving.

Indigo Hotel development

The Borough Council gave the green light to the Zukin Family to move forward with the development of the 110-room Hotel Indigo by Onix Group of Kennett Square at the corner of Gay & Church Streets.

Lot 10 improvement project

Discussion continues to deck Parking Lot #10 at the corner of Chestnut & Church Streets to provide parking for 44West as well as transient parking.

WC Free Ride and WCU Uptown Loop

Keith Hontz, Founder & CEO of West Chester Free Ride, is working with the Greater West Chester Chamber of Commerce to develop that provide free rides within the Borough in a five-passenger electric vehicle. It's first "go-around" took place on St. Patrick's Day.

MINUTES
Business Attraction Committee
April 2, 2019 | 8am

Present: Denise Wroten-Co-Chair, Ken Winston-Co-Chair; Philip Bieg, Tom Walsh BID Staff: Elizabeth McGuire.

Minutes

The minutes March 5, 2019 were presented without objections or corrections.

Discussion

Article in West Chester Press – *Building a More Sustainable West Chester* was considered a great article! It can be found at <http://www.thewcpress.com/> or current issue.

Changemakers Video

A video that's a collaboration of Fig West Chester & Tailor Made Media is considered a great video! There should be a new video quarterly or seasonally. Best to avoid 'dump truck' shots; instead, show construction in a more positive light, perhaps time lapse format. Does the video lend itself to audio only outlets? Suggested locations and sites, include:

- BID / Chamber Offices Lobby (as component of planned welcome center)
- Hotel Warner (lobby)
- Hotel Indigo (lobby)
- West Chester University
- Uptown! Theater
- Chester County Historical Society
- Chester County Hospital
- Philly JumboTron – (*Elizabeth called after meeting and discovered that no advertising is allowed; only birthdays, proposals, etc., only.)

BID Annual Report

It was suggested that the BID annual report be more visible and accessible.

The committee inquired about the status of several projects:

- Downtown Welcome Center (BID / Chamber Offices)
- Post Office (WC Cooperative)
- Borough's "Community Channel".

Ken Winston asked about how attendee parking is handled when smaller conferences take place in the Downtown. (Elizabeth to check with Malcolm; it is handled by the conference organizers)

Next Meeting: Tuesday, May 7, 2019 – 8am – BID/Chamber Conf. Rm.

DOWNTOWN BUSINESS ALMANAC
Business Attraction Committee
April 2, 2019

Total Number of Businesses: 601
Number of restaurants/entertainment: 89 (15%)
Number of Retail: 74 (12%)
Number of Professional Services: 441 (73%)

Now Open

Retail: 0

Restaurant: 1

Taco Mar: 122 E Gay

Retail Service: 1

WC Free Ride: in the streets

Office/professional service: 2

Hispanic Approach: 19 S Darlington St

Lensa: 17 W Gay

Opening Soon: 6

Gryphon Coffee, 111 W Gay

Bonchon Chicken: 124 E Market

Hotel Indigo: Gay & Walnut

Compendium Boutique: 134 E Market

Opa Taverna: 40-44 E Gay

Sinq: 25 S High

Closed/Moved: 1

Moonflower Boutique: 130 W Gay

Business changes within the BID: 5

Adagio Consulting Group is moving from 100 E Gay to 17 W Gay

Bradford A Markowitz, LPC, 142 W Market is now Libratum Counseling, LLC

Chester County Running Store, 24 S High, is becoming Bryn Mawr Running Company, West Chester

The G-Spot is moving from 152 E Gay to 144 E Market

Zasen Nail Spa, 200 E Gay, is expanding into 152 E Gay

**West Chester BID
Customer Attraction / Marketing Committee
March 21, 2019**

PRESENT: H. Brown, T. Celia, T. Crisp, D. Fairman, S. Gabor, M. Guida, M. Manning, C. Meadows, K. Nash, S. Riper
BID STAFF: M. Johnstone, E. McGuire, E. Steinman

MARKETING BUDGET / PLAN 2019: *Total Budget: \$53,781*

Updates:

Parking: Borough Council has approved expanding the current Free metered (street / lot) First Friday parking to include all twelve months.

Kahn Plaza Development / "44 West" – Demolition phase is complete.

Aqua Water Pipe Replacement: Moves to first block of W. Gay on 3/22, and will take 2-3 weeks to complete.

Zukin Hotel Development: At the March 20, 2019 meeting, Borough Council approved the Settlement Agreement between the Borough of West Chester and Zukin Properties.

Clean & Green: An initiative of the Mayor's Office, Clean & Green will kick off with a Downtown Sidewalk Cleanup on 4-27-19 (Rain Date 4/28 – 1-5 pm)

DOWNTOWN EVENTS / PROMOTIONS & WCU HAPPENINGS

-CCHS – National History Day – 3/29-3/30

-Resident Theatre Co. – Dirty Rotten Scoundrels – 3/29-4/14 (Add Uptown! Update to monthly agendas)

-First Friday – 4/5

-WCU Alumni Weekend – 4/26-4/28

-West Chester Film Festival – 4/26-4/28

-Spring Gallery Walk – 5/3 – (Fairman) So far, (22) host businesses.

-WCU Commencement Weekend – 5/10-5/12

-Swingin' Summer Thursday – 6/6 BID Staff, Sandy Riper, Adam Wetzel, Jim O'Brien (Barnaby's), met with the Borough's Parks & Recreation Director, Keith Kurowski, to further discuss ideas to transition SST into a more upscale, dining-oriented event. The following format was proposed, but will require the sign-off of the Police (S. Bohn) and the Borough Public Safety Committee. Details of the suggested changes / improvements, include:

- Change Event Name: "*Alfresco Thursdays in Downtown West Chester*"
- Schedule: 1st Thursday – June, July, August, September
- Location: Gay Street – (Alternating Between High & Matlack, High & Darlington)
- Vendors: No Vendors / Crafters- (Other than event sponsors)
- Setup: Tables / Chairs placed in the street (Parks & Recreation)
- Entertainment: Live Music, appropriate for dining, conversation.
- Children's Activities: Station some food trucks, and activities for kids on side streets.
- Fees: Participating restaurants pay Parks & Recreation a per-event fee (approx. \$250) which covers designated in-street dining area (approx. 6 tables each), table/chair rental, set-up, take-down, live music, advertising / social media promotions. BID pays Police / Public Safety expense, for which the Police Dept. invoices BID, directly.
- Offer a limited dinner menu with full bar options to diners in extended seating area. (Alcohol TBD / Borough)
- Other: Thomas Crisp shared "Gumbo Crawl" (typically takes place the week before Fat Tuesday)

West Chester BID: *Marketing Resources & Publications 2018* – E. Steinman (*See Attached*)

Social Media Activity Report – 2018 & March 2019 - E. Steinman (*See Attached*)

Social Media Workshop(s) – BID / Chamber partner to organize a social media workshop for business owners, featuring a panel of professionals from local organizations- DVRPC, CCCVB, etc. Schedule at least a month out-preferably May/June. Look into downtown venues that can accommodate approx. 50 people.

Next Meeting: Thurs., April 18, 2019 – 8am - 137 N. High St. (*Meetings Take Place 3rd Thurs. of Every Month*)