

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

August 11, 2015

Agenda

BID Office – 119 N. High Street

- I. Introductions & Public Comment (Brown)
- II. Approval of July Minutes (Brown)
- III. Comments of Chair (Brown)
-Consideration of the BID Five-Year Strategic Plan
- IV. Executive Director Report (Johnstone)
- V. WCDF (Wileczek)
- VI. Treasurer & Finance – (Blakely)
-Consideration of partnership proposal for food recovery program.
-Consideration of satisfaction of 102 E. Market LP liens.
- VII. Committee Reports:
 - a. Advocacy (Gusz)
 - b. Business Attraction (May/Walsh)
 - c. Design (Ott)
 - d. Marketing (Riper)
- VIII. Other Business:

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

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
July 14, 2015**

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

I. Introductions & Public Comment:

Steve Pitcherella was introduced.

II. Approval of June Minutes:

*Motion to approve June Minutes:
Motion Passed: (Blakely / Gusz)*

III. Comments of Chair: (Scott)

Post Office - USPS not satisfied with current real estate company that is handling the process for the transfer of the building.

Parking Garages – The Borough’s plan to enforce parking fees in garages on Sundays was discussed. The BID’s position will be forwarded to members of Borough Council.

Motion for the BID to take a position in support of free parking in garages from 7am Sunday through 7am Monday.

Motion Passed: (Riper / Ott)

West Chester BID Reauthorization:

5-Year Plan was distributed for review and comment. (Pitcherella) BID Reauthorization Committee will meet to complete required additions to the plan, and discuss next steps. *Destination Downtown West Chester* draft was distributed for review and comment. The piece would highlight the accomplishments and goals of the BID, and would be available in print and on-line as a print-quality PDF. Moxie House would produce the piece at a cost of \$3,700. There was discussion about possibly increasing the annual assessment rate. (Last increase was in 2005)

Motion to increase the annual assessment rate, effective 2016, to .003.

Motion Passed: (Riper / May) *Referring to the fact that Chester County has no plans to raise taxes in 2016, Steve Fromnick, representing Commissioner Kichline, registered a “No” vote.

(J. Norley) suggested consideration of assessing mixed use properties within the existing boundaries of the BID. (Gusz) proposed an ad hoc committee to review mixed-use aspect for consideration at the August 2015 Board of Directors meeting.

IV. Executive Director Report: *See Report*
Planning a meeting/tour with Aliyah Furman, the new Regional Director for the Southeast Region of the DCED. In order to address the issue of blight in the downtown, a list has been started for Business Attraction to track blighted structures and, when appropriate, take action to influence the removal of such blight.

V. WCDF: (Wileczek) The WCDF Grants Committee has awarded \$10,000 in grants, this year. Grant presentations will take place during the Preservation Awards Ceremony on October 22.

VI. Treasurer/Finance: (Blakely) *See Report*

Month-end Bank Balance: \$123,429. Approx. 40% of the assessment payments are in.

The 102 E. Market St. property 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. Their attorneys have offered the option to settle at a discount, up front, before Sheriff Sale. The Board has requested that Kim Venzie (UTBF) provide more information regarding options, and will make a final decision at the August Board meeting.

Motion to authorize pay off of line of credit debt with Fox Chase Bank:

Motion Passed: (Ott / Walsh)

VII. Committee Reports:

Advocacy: (Gusz) *See Report*

Awaiting timeline for installation of ashtrays on Big Belly receptacles. The pop-up food co-op (Adams) is still tentative.

Business Attraction: (Walsh) *See Report*

Identified ten projects as priority for Business Attraction. Malcolm will be meeting with a trophy shop prospect, and has been in contact with Chemours about moving their corporate headquarters to West Chester.

Design (Committee did not meet)

Marketing (Riper) – Strong web traffic, but we need more traffic on the streets, small marketing events, and coordination among retailers.

VIII. Meeting adjourned.

Next Meeting: Tuesday, August 11, 2015 – 8am – BID Office.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | July 11 – August 7, 2015

New automated parking is applied at municipal garages

The parking payment options will now be automated at the Chestnut Street Garage and Bicentennial Garage in downtown. There are two ways to pay:

Payment Option 1 -- FAST Payment Option

Payment at the paystation (cash & credit card)

1. As you enter the garage, take a ticket from the ticket dispenser. Keep it with you when you leave your vehicle.
2. Before you return to your vehicle, go to a paystation. They are located on the ground floor next to the elevators.
3. At the paystation, insert the ticket you pulled at entry. The ticket must be inserted with the bar code facing up and to the right.
4. Follow the instructions on the paystations display screen and pay with cash or by credit card.
5. Take your paid ticket from the paystation and return to your vehicle. You will have 10 minutes to return to your vehicle and exit.
6. Insert the paid ticket into the exit machine and the gate will go up.

Payment Option 2 -- FASTER Payment Option

Payment at the exit machine (credit card only)

1. As you enter the garage, take a ticket from the ticket dispenser.
2. Drive up to the exit when you return and insert the pulled ticket into the exit machine.
3. Insert your credit card in the same slot after a fee is displayed.
4. Your credit card will then come out after payment has been processed.
5. Pull your credit card, then the receipt, and the gate will go up.

Parking coupons of different amounts are available for purchase by merchants.

How to Use Coupons:

1. Insert the ticket (yellow/green) you pulled at the entrance first into paystation.
2. Then, insert coupon (white) after a fee amount is displayed.
3. Insert additional coupon or pay the difference by cash or credit card.
4. Pull your paid/validated ticket.
5. Insert paid/validated ticket into exit machine and the gate will go up.

There is no change with how monthly customers access or exit the garage.

Free parking on Sundays and holidays if you enter the garage after 7am and exit by midnight.
Pull a ticket at entrance and insert it at the exit machine upon returning and the gate will go up.

The Clydesdale's are coming back!

A wagon pulled by the famous Clydesdale horses will be delivering beer to all RAMP certified bars in the downtown on Friday, September 4, 6-8pm, on Gay Street, Matlack to Darlington; and Market Street, Darlington to Walnut.

BID FY 2015 BUDGET

July 2015 Actual

Budget 2015

Revenue

Revenues		
Interest Income	\$ 59	\$ 100
Contributions	\$ 0	\$ 0
Late Fees	\$ 3,179	\$ 1,000
Property Assessments	\$ 202,715	\$ 259,000
Borough Parking Fund Allocation	\$ 65,157	\$ 85,000
Fund Raising Programs	\$ 0	\$ 0
Grants-Other	\$ 32,000	\$ 42,000
Miscellaneous Income	-\$ 100	\$ 1,500
Sponsorships	\$ 0	\$ 0
Total Revenues	\$ 303,011	\$ 388,600

Expense

Personnel	\$ 30,126	\$ 56,082
Office Operations	\$ 37,357	\$ 65,151
Customer Attraction (Marketing)	\$ 67,097	\$ 90,000
Business Attraction	\$ 15,210	\$ 29,709
Advocacy	\$ 45,509	\$ 105,658
Design	\$ 34,383	\$ 42,000
Total Expenses	\$ 229,682	\$ 388,600

PROVISION FOR CONTINGENCIES \$ 2,500 \$ 0

Surplus/(Deficit) \$ 70,829 \$ 0

Month-End Bank Balance \$162,715

Notes for July Report:

About 75 percent of the assessments are in.

Admin. & Prog Mgr. (prorated): Pay Processing
 Office Operations
 Customer Attraction/Marketing Programs
 Business Attraction Programs/ Program Manager expense
 Directors Salary and Benefits
 Flowers/Façade Improvement/Clean & Green

West Chester Business Improvement District
Advocacy Meeting
July 24, 2015 | 8am
Minutes

In Attendance: Fred Gusz, Chair; Bruce Cavin, David Mozzocco, Holly Brown, Roy Smith, and Suzanne Adams. Staff: Malcolm Johnstone.

The previous meeting minutes were reviewed and approved. (Holly/Roy)

Catastrophic Loss Assessment Relief for DNB Building

Malcolm was approached by the management company for DNB to consider the Catastrophic Loss Assessment Relief for the DNB Building which suffered significant loss from the recent fire. This request will go to the Board for consideration although it falls in line with the policy to assess properties based on information from the Chester County Assessment Office which will receive the appeal from DNB.

Transitional Properties

Malcolm pointed out his concern for the dozen properties that have the appearance of blight (see attached, politely referred to as “transitional properties”). It was agreed to contact property owners about such a concern, develop a plan to be shared with downtown property owners and Council for remediation, and to review plans from other agencies.

Downtown loitering

While the number and quality of people loitering downtown remains relatively consistent, Malcolm will discuss the issue with the local service agencies for advice on managing the affects this may have on downtown.

Clydesdale event

There is growing frustration that the plan for the Clydesdale event has not been established or shared with the BID. Malcolm was asked to contact the Police Chief for information.

Post Office

Action to move efforts to divest the Post Office seems stalled and the Co-op supporters will join the BID in contacting Senators Casey’s and Congressman Costello’s office for support with divestment.

Cigarette Litter Prevention Grant

Cigarette disposal units have been placed in a number of Big Bellys in the downtown. The committee reiterated that the graphics should be updated to support this.

BLUER

The compost program for restaurant food waste is being taken to the next level and, after the meeting, Denise Polk added the following information via an e-mail:

The purpose of my email today is to provide you with information about our composting effort and to make a request for monetary support from the BID.

I have submitted a grant to the EPA to conduct a second phase of the food waste compost project. This original project included 3 restaurants for 6 month, and this proposed one includes up to 10 food generators (8 committed so far) to divert food waste for 12 months. The Borough will haul the waste twice a week to Longwood Gardens. We will provide all training, signage, and food toters for inside the kitchen and the larger ones for the Borough to haul.

This project increases the efficiency of the process -- going from 2 Borough workers down to 1 and does not increase the hours of that employee even though we've increased pick-ups. The reason is that this project includes the purchase of a mechanical tipper arm instead of employees having to manually lift the toters.

We can make the proposal more attractive to reviewers at the EPA the more we can show that it is sustainable -- i.e., there won't always be a grant to subsidize the cost. This means the more community support we can show, the more likely it will be funded.

Mac Cotter and Borough Council voted to allocate \$3000 of Public Works money toward the project. BLUER has committed \$1500 toward the project. The tipper arm costs \$10,300, and those funds will be used to help pay for the costs of the tipper. The funds all hinge on being awarded the grant.

In addition, whereas the pilot was free to the restaurants last time, the participants will pay \$50/month, and these funds will be used toward both the tipper arm costs and toward the purchase of the food toters required to conduct the pilot. The total cost for these items is \$3029.

Another new aspect of the project is that we will encourage participants to donate usable food to community organizations like Safe Harbor and St. Agnes Day Room. Many restaurants are

uneducated about the fact they can get a tax deduction, that I can help mobilize students to deliver the food, and that the Good Samaritan Act protects them legally.

I request the BID commit some monetary support for the project, and I would be happy to meet with you to discuss the project in more detail. Whereas it is not my intent to pressure you for a quick decision, this is time sensitive since the grant already has been submitted and will be under review shortly.

For your convenience, I've included a one-page document with data both about the waste we diverted from the original pilot and some stats and other information about the proposed project. I would be happy to meet to talk in more depth about how this project is a necessary step to create a permanent program that benefits all participants both economically and environmentally.

Sincerely,
Denise M. Polk, Ph.D.

Comp Plan
The Borough Comp Committee continues to meet to create a draft for the West Chester Comprehensive Plan. Holly will keep the BID informed.

Zero Food Print
<http://www.zerofoodprint.org>

Proposal for West Chester University, Borough, BLUER, Food-Generating Businesses Partnership with the BID in a Food Recovery Pilot Program

Part of the proposed BID partnership involves making a *financial commitment* toward the proposed food recovery pilot developed by Denise Polk, a professor at West Chester University.

The Food Recovery Act (FRA) is part of the Environmental Protection Agency's (EPA) Sustainable Management Program. Food waste is America's second largest waste stream (next to paper) and is a huge emitter of methane gas. Food recovery puts food that would otherwise end up in landfills to beneficial use creating compost or feeding hungry people. Food generators also can save money on trash learn how to create less waste. Such practices result in *humanitarian, environmental* and *economic* benefits.

The project builds on an EPA grant-funded project by West Chester University professor, Denise Polk. For that project, Roots, Landmark, and Three Little Pigs diverted food waste for 6 months. The Borough hauled the waste, and Longwood Gardens (a permitted facility to accept others' food waste). Polk provided all the training, signage, and helped with publicity. A WCU student assisted as a liaison for the restaurants and in data collection. Together, they diverted **44.31 tons of waste**.

The results of a Technical Assistance Grant (obtained by Meghan Fogarty, Recycling Coordinator) suggest a larger, longer pilot should be conducted to gather more data about the costs associated with developing a sustainable, permanent program. Therefore, Polk has applied for another EPA grant. This proposed project involves **10 food generators** diverting waste for **52 weeks/a year**. The Borough will haul (voted by Borough Council), and Longwood will accept the waste (already approved).

This new project includes another component involving WCU students, who will develop outreach materials to educate about other food recovery options, such as donating unsalable but still edible food to community organizations such as St. Agnes Dayroom, Safe Harbor, and the Food Cupboard. Then students will assist picking up food from restaurants and delivering it to those organizations.

The total cost of the project is **\$23,491**. This includes all associated costs including the hauling/employee costs as well as equipment purchases (containers for the food waste, thermal food carriers for food delivery, and a mechanical tipper arm for the Borough truck.) Committed participants are: **Market St. Grill, Couch Tomato, Landmark, Carlino's, Ram's Head, Side Bar, Roots, The Hickman, and Barclay Friends**. We're waiting for our 10th participant.

The grant is currently under review at the EPA, so the more commitments from key stakeholders, the better the chance the grant will be funded. The money committed so far breaks down as:

EPA grant proposal	\$10,000 (pending funding)	
Borough	\$3000	
BLUER	\$1500	
Participants (\$600/year)	\$6000	
Outstanding Funds Required	\$2991	

Please consider partnering to make this program a reality. I am putting together a proposal for the West Chester Downtown Foundation as well, and the maximum request is \$2500. It is due 8/14. WCU Foundation has agreed to serve as the non-profit sponsor.

WEST CHESTER BID
Business Attraction Committee
MINUTES
August 4, 2015 | 8am

Present: Tom Walsh, Fred Gusz, Chris Blakely, Michael Reese. Staff: Malcolm Johnstone

Minutes

Approved by consensus with additional of project to collaborate with WCU for internship possibilities. Due to Federal guidelines adopted by Pennsylvania stating that internships are to be used exclusively for training purposes, staff does not recommend that the BID participate in such a program.

Current Active Contacts

Malcolm introduced a new segment of the report that reflects the businesses that the BID could potentially attract to the downtown or Borough. Each business will receive ongoing communication from the BID.

Manager's Report

Malcolm pointed out the there are several structures "in transition" and each should be monitored and addressed in appropriate ways to insure that blighted conditions do not develop. The group agreed that Council should be informed and advised of conditions as they develop.

The contact list for the committee was reviewed and will be updated to reflect the current interest.

As directed at the last meeting, Malcolm contacted Adam Loew for updates on the development at Gay & Church. The next step in the process will be land use approval. Addition of a plaza component will only happen with some type of cooperative agreement between Borough Council and the developer. It was also pointed out that a retail component would likely include a collection of stores rather than one anchor store.

CURRENT ACTIVE CONTACTS
Business Attraction Committee
August 2015

August 5, 2015

Retail opportunity

Marjorie Wentz

484-802-7925 (c)

mwentz@trinity-wealth.com

Black Canvas Gallery

Dara Zuckernick

blankcanvasnh@gmail.com

215-622-4501

August 4, 2015

Coffee, donut, breakfast shop

Marina L. Davis

610-883-1125

mdavis17901@gmail.com

July 13, 2015

Right Touch Trophies & Awards

Jackie Tate

righttouchawards@gmail.com

484-576-7690 cell

Chemours Company

1007 Market Street

Wilmington, Delaware 19898

302-773-1000

<https://www.chemours.com>

Mark Vergnano, President and CEO

Investor Relations

Lori Ursomarso

lori.ursomarso@chemours.com

Alisha Bellezza

alisha.bellezza@chemours.com

302-774-5089

July 15, 2015 | re: Elizabeth
Sabrina Ann Bridal
24 Ardmore Ave., Ardmore, PA 19003
610-642-6228
Sabrina Sigler, Owner

Notes: While she is not necessarily interested in opening another salon, or looking "west" even if she were inclined to do so, Sabrina was quite pleasant. We spoke for a few minutes and the conversation ended with her saying that she will look forward to receiving more information, and that she would read through it and contact me. Sabrina was even receptive to lunch and a tour of West Chester-after summer. She would consider only older "vintage" locations of not more than 1,000 sq. ft. Once I pull together some additional information (from Karen Cavin) regarding the Bride Guide / Fashion Show, I will include in a packet of information that I mail out to Sabrina.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
August 2015

Total Number of Businesses: 528

Number of restaurants: 75 (13%)

Number of Retail: 83 (15%)

Number of Professional Services: 375 (72%)

Now Open

Retail/Restaurant: 2

Split Rail Tavern: 15 N Walnut

West Chester Deli: 117 W Gay

Office: 0

Opening Soon: 11

Old Soul Décor: 119 W Market

Lorenzo & Sons pizzeria: 27 North High (August 2015)

L'Ever Café: 124 East Market (TBD)

Cozy Kabob: 38 East Market (2015)

The Master's Baker: 319 West Gay (Former Beans): (June 2015)

Mediterranean Bakery: 154 W. Gay Street (2015)

RapidDough: 30 South High (2015)

Firehouse 51: 30 North Church (2015)

West Chester Coffee & Ice Cream Shop: 6 East Gay (2015)

Closed Business: 0

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)

Recently moved or potential relocation of business: 5

Extreme Ink to move from 136 East Gay to 22 West Market (TBD)

Visual Expansion to move to 132 North High

Green Street Consignment has relocated to Salad Works location (106 West Gay)

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

Efficient IP is moving from 14 West Chestnut to 17 W/Miner/Wilmont Mews (TBD)

Blight in downtown?

Recently, I had the opportunity to visit the community of Hot Springs, Arkansas' leading destination. While the downtown center is fabulous, I was surprised at the level of blight surrounding it and how there was virtually no indication of action to remediate it.

When I returned to West Chester, I toured downtown with the eye of a visitor. I'm dismayed that I counted a number of structures that have the appearance of blight – abandoned and uncared for. This may very well be the largest number of such properties since the nineties. Of course, each structure has a compelling, if unjustified, reason for this appearance. But this does not override a visitors' initial impression of blight. No healthy corporate development would allow such conditions to exist.

Because of this, I am starting a list for Business Attraction to track these structures and, when appropriate, take action to influence the removal of such blight. I would like to see our community become less tolerant of these situations and, perhaps most important, champion those that are seeking to replace blight with development (or redevelopment) that contributes positively to downtown.

- 1) First Block (Kahn development)
- 2) 125-127 N Church (West Chester Soft Pretzel Factory)
- 3) 39 E Gay (Rite Aid)
- 4) 127 W Gay (Laurento's)

West Chester Business Improvement District
Design Meeting
August 7, 2015

MINUTES

In attendance: Fred Gusz, Roy Smith, Sandy Riper.
Staff: Malcolm Johnstone.

The committee re-prioritized the current goals to the following:

1. Develop a downtown banner program.
2. Partner with the Borough on a graffiti removal program.
3. Replace outdoor signage at the Chestnut Street Garage.
4. Replace signage on the Big Belly trash/recycling cans.
5. Work with Borough for a uniform mural program and regulations.
6. Explore continuing the façade improvement program.
7. Develop a sustainable gum removal program.
8. Project completed: Ashtrays placed in downtown on Big Belly trash/recycling.

Regarding Goal 1, Malcolm will arrange for Steve Pinkston to meet at the Marketing Committee on August 20, 8pm, to facilitate the graphic design for downtown banners.

West Chester BID Customer Marketing Committee

July 16, 2015 | 8am | West Chester BID Conf. Rm.

Present: H. Brown, D. Fairman, L. Hoyer, C. Meadows, S. Riper

BID Staff: M. Johnstone

Banner Program:

The group decided to inaugurate a sustainable banner program to place banners on 20-percent of the poles, each year. This will be a BID budgeted program. Sandy, Cyndi, Holly, and Lauren have agreed to be on the ad hoc committee to come up with design graphics for the banners.

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 help coordinate the program.

The Clydesdale Horses:

Malcolm announced that the Borough Council approved the Anheuser-Busch Clydesdale event on First Friday, September 4 – 6-8pm. Details are being worked out.

Sip & Stroll:

Details regarding the event are still uncertain.

Next Meeting: Thursday, August 20, 2015 – 8am – BID Office