

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT**

**AGENDA**

**BID Office – 137 N. High St.**

**August 14, 2018**

- I. Introductions & Public Comment:** (S. Riper)
- II. Approval of *July* Minutes** (S. Riper)
- III. Comments of Chair:** (S. Riper)  
Borough's Event Fees: Update & Discussion
- IV. Executive Director Report:** (M. Johnstone)  
-Welcome Center: Update & Discussion  
-Police Presentation Opportunity
- V. Treasurer/Finance:** (M. Reese)
- VI. WCDF** (M. Holliday)
- VII. Borough Update:** (D. LeBold)
- VIII. Committee Reports: *See Reports***  
-Advocacy/Design: Canceled  
-Business Attraction: (H. Brown)  
-Customer Attraction / Marketing (S. Riper)
- IX. Executive Session:**  
-Personnel

**Next Meeting: Tuesday, September 11, 2018 – 8am - BID Office Conf. Rm.**

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT**  
**137 N. HIGH ST.**  
**BOARD OF DIRECTORS**  
**July 10, 2018**

**Present Board:** T. Crisp, M. Holliday, R. May, M. Reese, S. Riper, W. Scott, T. Walsh,  
A. Wetzel, K. Winston, M. Yoder  
**Absent Board:** H. Brown, M. Kichline, D. LeBold, L. Nelson  
**BID Staff:** M. Johnstone, E. McGuire, E. Steinman  
**Present Other:** D. Arbucias – Comm. Kichline’s Office, C. Blakely – Chair, Advocacy  
D. Wroten – Market Realty

**I.** Introductions & Public Comment: Denise Wroten, Market Realty, was introduced.

**II. Approval of June Minutes:**  
*-Motion to approve June Minutes*  
*-Motion Passed: (Crisp / Walsh)*

**III. Comments of Chair (Riper):** No Comments.

**IV. Executive Director Report:** (Johnstone) *See Report*  
John Brandt-Lee, Bar Avalon, is requesting BID support for an Antique Car Show, Sun., Sept. 9<sup>th</sup>, and Plein Air Nocturn, Thurs., Nov. 1.

*The BID has budgeted \$4,500 to support public safety expense for a 2018 Budweiser Clydesdales event; however, in a recent conversation with Frank Herron, Adam Wetzel was told that the Clydesdales will not be in West Chester over Labor Day weekend, and would only make an appearance in West Chester if other area visits are confirmed around the same period of time. And, due to lack of participation of the restaurants, the August SST / “Dining” event is canceled. This will result in additional savings of approx. \$1,125 in budgeted Public Safety expense. These funds can be allocated, as necessary, to support the Antique Car Show, and the Plein Air Nocturne events.*

*-Motion to approve support of the Antique Car Show, and Plein Air Nocturne up to \$2,500 for each of the (2) events.*  
*-Motion passed: (May / Walsh)*

East Gay Street Improvement Project: More than 30 marketing platforms, promoting the E. Gay street businesses, are being used. A first round of parking validation chasers have been distributed to the E. Gay retail / restaurant businesses. Additional chasers are available and will be distributed, upon request. Lamp posts are decorated with white lights, and public art is on display at E. Gay / Matlack. Malcolm’s vacation: 7/23–8/5.

**V. Treasurer / Finance:** (M. Reese) Will forward budget reports when Carol returns from vacation. Approx. \$280,288 in assessment payments received at the end of June. Considering payroll service options to reduce payroll processing fees.

*-Motion to approve opt out compensation payment to E. McGuire for 2016 and 2017.*  
*-Motion Passed: (Riper / Reese)*

- VI. WCDF:** (Holliday) The 2018 grant period will close July 31. The new website has launched. Up on the Roof financials will be reported at the Aug. meeting.
- VII. Borough Update:** (Scott) Parking Committee will continue discussion regarding rates. The goal is to encourage short-term parking at street meters, and long term in garages.
- VIII. Committee Reports:** *(See Reports)*  
**Advocacy:** (Blakely) Initial (18) banners in the pilot program have been installed. A “Shop Small – Eat Local” graphic has been placed on the Big Belly receptacles. Great Article! “*Embracing Change & Empowering Our Future*” appears in the June 2018 issue County Lines Magazine.

The Advocacy Committee recommends to the Board of Directors that they pass a motion to officially demonstrate BID’s support of the Zukin Hotel Development.  
(Noted in the BID 5-Year Plan: “Support hotel in redeveloped Rite Aid)

***Motion for the West Chester BID to support the Zukin Hotel Development Project:  
Motion Passed: (Crisp / Yoder)***

**Business Attraction:** (Walsh) Malcolm will reach out to Eli Kahn to see what plans might be in place for retail selection at the Church & Gay development. The Chester Co. Commercial Industrial Investment Council held a breakfast meeting in in Downtown West Chester on June 20<sup>th</sup>, and included presentations from Mayor Herrin, Zukin Realty, E. Kahn Development Corp. and J. Loew & Assoc., Inc., as well as a walking tour of downtown properties available for lease/sale.

**Marketing / Customer Attraction:** (Riper) Focus has been on E. Gay St. businesses and the construction project. Now concentrating on downtown guide redesign / print, and upgrading the website.

- IX. Executive Session:** The regular Board of Directors meeting was adjourned, and the Executive Session convened to discuss matters of personnel.

**Next Meeting:** Tuesday, August 14, 2018 – 8am – BID / Chamber Conf. Rm.

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

Malcolm Johnstone, Executive Director | July 7, 2018 – August 10, 2018

### **West Chester Information Kiosk**

Under the BID goal to "Provide tourism amenities necessary to support West Chester as a destination town" with the objective to "Support development of a resource/visitors center," the Chester County Conference & Visitors Bureau has provided the BID with a proposal to develop a hi-tech West Chester Visitors Center at the entrance to the BID/Chamber complex at a cost of \$71,900. The BID's portion would be \$11,000. This cost could be split with the WCDF.

### **Armed robbery resolved, meeting requested**

On Monday, August 6, at 6:36am, Edie's Sweets and Savory Pastries, 136 E. Market St, was robbed by what Edie O'Neill reported to be an armed robber who handed her a note that read "This is a hold up. I will kill." The actor left the store with \$236. In a very short time, police apprehended William Daryl Watson who was arraigned before a magistrate and transported to Chester County Prison with a bail set at \$100,000 cash. Certain comments that have come my way indicate that protocols may not be well understood by the retail/restaurant community. As a result, I will request to the BID Board that a meeting be arranged by the BID and conducted by the WCPD to discuss appropriate response in the event of a criminal event.

### **BID Annual Report**

As required by State Statute, I will be presenting the 2017 BID Annual Report to Borough Council on Wednesday, August 15.

### **Conservation Conference coming to West Chester**

Amanda John Kimsey, the Pennsylvania/Delaware Program Manager for the National Parks Conservation Association, is organizing a regional conference in downtown West Chester for late October. Edward McMahon, Urban Land Institute, will be providing a public presentation at the Uptown! Performing Arts Center. About 100 attendees are expected.

### **WCU loves us, they really love us!**

West Chester University has posted a new video called "Why we love downtown West Chester, PA". Not only is it totally cool, it's reaching a ton o' people – 40,000 as of this writing with great comments and shares. See it at Downtown West Chester PA Facebook page.

### **WCBPDSADD**

That would be the West Chester Borough Police Department Song & Dance Division. This highly disciplined unit sprang into action with the National Police Department Lip Sync Challenge and, for lack of a better term, killed it with 250,000+ views. Then they took a real vacation. See it at Downtown West Chester PA Facebook page.

**WEST CHESTER BID**  
**Business Attraction & Retention Committee**  
**MINUTES**  
**August 7, 2018 | 8am**

Present: Richard May and Tom Walsh.

BID Staff: Malcolm Johnstone

**Minutes**

The Minutes from July 3, 2018 were presented.

**Action Plan**

Discussion of creating an action plan for the committee took place. It included:

- getting more participants for the committee
- social media component for marketing available properties
- category list of desired retail properties
- addressing the need for pro forma information for small businesses
- connect with realtors

**South High Street Properties**

It was noted that retail and restaurant businesses that own their properties tend to have a higher retention rate than renters. There are two properties for sale, 21 S High and 25 S High, that could be used by an owner/occupier. Malcolm was encouraged to promote these properties to downtown stakeholders.

Next meeting: September 4, 2018

**West Chester BID**  
**Customer Attraction / Marketing Committee**  
**July 19, 2018**

**Present Committee:** T. Crisp, S. Gabor, S. S. Riper

**BID Staff:** E. McGuire, E. Steinman - **Present Other:** T. Celia

**Marketing / Customer Attraction Budget / Plan:** *Current Update - April 2018 – See Attached*

**Updates**

- East Gay St. Construction Project: So far, on schedule with no major issues.
- Kahn Plaza Development: Approved! Demolition will begin after building permit approved.
- Zukin Hotel Development: Approval still under consideration by Borough Council.
- National Parks Preservation Assoc. Conference: Regional organization associated with National Trust. October 2018 – CCHS / Uptown! – October 2018. More information, shortly.

**Downtown Guide:** Jeff Zajak, Zajac Marketing & Design Services, is redesigning the guide, to include new photos, and the addition of a Personal Services category.

**Downtown Events / Promotions**

- Summer Sidewalk Sale:** July 19-21 (Thurs., Fri., Sat.) Approx. 20-25 participating retailers.
- Dining Under The Stars:** For a variety of reasons- including not meeting Parks & Rec's minimum number of participating restaurants, and licensing issues, the Dining component will not be part of the September SST.
- Swingin' Summer Thursdays:** August canceled- next scheduled event September 6.
- Taste of West Chester:** In response to a request from the restaurant group, the BID has received a proposal from Dan Mathers for a quarterly publication highlighting the downtown restaurants. Dan has registered *TasteWestChester.com*, and for social media- *TasteWC* (Facebook, Instagram, Twitter). Each 32-page magazine would require a \$1,300 to commitment from BID- and a minimum of 16 advertisers at \$350 for a full-page ad.
- Budweiser Clydesdales:** Not likely to appear in Downtown West Chester this year.
- Antique Car Show:** (John Lee Brandt) Not yet confirmed.
- Plein Air Art Show:** (John Lee Brandt) Tentatively scheduled for Thurs., Nov. 1. Sandy suggested scheduling future shows to occur the week before Gallery Walk, so the finished pieces can be exhibited and available for purchase during the May, Oct. Gallery Walk events.

**Shop Small:** Nov. 23-25. BID to coordinate retailers for a group photo with B. Rettew / DLN to promote Shop Small Weekend.

**Google Events Calendar:** (Steinman) The Committee requested that next year's Google events calendar be finalized by September 2018. Elle distributed a list of *April, May, June 2019* events, promotional holidays, and significant local dates for consideration (Attached). Because it could impact the outcome of some retail events, day of the week will be added to the calendar.

**Social Media Report** - July 2018 – E. Steinman (Attached)

**Next Meeting:** Thurs., August 16, 2018 - 8am – BID / Chamber Conference Room.

# ***2018 West Chester BID Marketing Program April 2018***

**Total Budget: \$88,630**

- 1) \$300: Philadelphia Convention Center Visitors Guide (120k)
- 2) \$120: Hotel Marketing Programs (website)
- 3) \$11,000: Downtown Guide Brochure/CTM distribution
- 4) \$5,000: Brochure redesign (50,000)
- 5) \$7,725: Social Media Advertising**
- 6) \$6,000: County Lines Magazine ads (15k x 3 = 45k)
- 7) \$12,500: West Chester Fig (82k plus 3.3k social media, E Gay Support)**
- 8) \$1,000: Parks & Rec Activity Guide/full pg. (16,500 x 3 = 49,500)**
- 9) \$4,450: Video and TV-Brandywine Visitors Channel
- 10) \$1,000: Summer Sidewalk Sale
- 11) \$3,000: WC Press Fashion Issue**
- 12) \$5,000: History Day/Preservation Month
- 13) \$4,400: Swingin' Summer Thursday (4 festival events)
- 14) \$4,500: Clydesdale Event
- 15) \$3,000: Gallery Walks (Chamber sponsorship)
- 16) \$2,500: Iron Hill Twilight Race Series (Chamber sponsorship)
- 17) \$2,500: QVC West Chester Christmas Parade (Chamber sponsorship)
- 18) \$4,135: Website SEO (250,000)
- 19) \$500: Promotions/customer attraction
- 20) \$5,000: Holiday campaign
- 21) \$5,000: Uptown! Marketing support

**TOTAL: \$88,630**

# Social Media Report: July 2018

By Elle Steinman | Communications Specialist, West Chester BID

## BID Tags:

Facebook & Instagram: @DowntownWestChesterPA

Twitter: @downtownwcpa

Hashtags: #ShopSmallWC #DowntownWestChester

**Total Social Media Following: 30,363 (73% increase)**

**Total Social Media Reach: 95,593**

**Total Social Media Engagements: 6,071**

## Update: BigBelly Trash & Recycling Cans

 **Downtown West Chester, PA** is at **Downtown West Chester, PA**.

July 2 at 2:09 PM · West Chester, PA · 🌐

The **Borough of West Chester's** BigBelly trash and recycling cans are proud to support our downtown businesses with their new signage! 🙌

#ShopSmallWC #EatLocalWC



## Upcoming Events:

Summer Sidewalk Sale (July 19-21): Promoting now  
#WCSidewalkSale #ShopSmallWC

WC Customer Appreciation Day (July 25): Promoting now  
#ShopSmallWC

Benchmark Twilight Cycling Classic (August 11): Promoting now  
#WCBikeRace #DowntownWestChester

Swingin' Summer Thursday (September 6): Promoting August 12-September 6  
#ShopSmallWC #EatLocalWC



BID Marketing Committee 7/19  
2019 Events/Promotional Holidays for Consideration

**April 2019**

April 1: April Fools' Day

April 5: First Friday

April 19: Good Friday

April 21: Easter

April 22: Earth Day

**May 2019**

May 3: First Friday/Gallery Walk

May 5: Cinco De Mayo

May 12: Mother's Day

May 27: Memorial Day

**June 2019**

June 2: Super Sunday

June 7: First Friday

June 16: Father's Day