

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

August 13, 2019

- I. **Introductions:** (S. Riper)
- II. **Approval of July Minutes** (S. Riper)
- III. **Comments of Chair:** (S. Riper)
- IV. **West Chester BID Designation Exit Assessment,
and Accreditation:** (Mary Tate, Kyle Baily – PDC;
Aliyah Furman Stanger – PA DCED)

Next Meeting: Tues., Sept. 10, 2019 – 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
July 9, 2019

Present Board: J. Dietrich, M. Holliday, D. LeBold, J. Long, R. May, M. Reese, S. Riper, K. Winston, M. Yoder, A. Wetzel
Absent Board: T. Crisp, M. Kichline, L. Nelson, B. Scott, D. Wroten
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Thomas Walsh

- I. Introductions & Public Comment:** No Introductions / Comments
- II. *Motion to Approve June Minutes***
Motion Passed: (Long/Winston)
- III. Comments of Chair:** (Riper) *The Fig West Chester – A Summer to Remember* video, (Tailor Made Media) can be viewed at DowntownWestChester.com (Visitor Guide tab).
- IV. Executive Director Report:** (Johnstone) *See Report* **PDC Assessment:** Mary Tate, Field Services Coordinator with the Pennsylvania Downtown Center will conduct an on-site assessment of the BID at the August 13 Board meeting. This session will officially close the final year of the BID's current term as a designated Main Street Community with the DCED. The assessment is also part of an accreditation review for the National Main Street Center (NMSC). Participation of Board, committee members, volunteers, partners and stakeholders is imperative. **CCHS:** Beverly Sheppard is the new Interim President for the Chester County Historical Society. Most recently, Beverly held the position of President and CEO of Old Sturbridge Village, MA, and writes, extensively about museum practices and business models for museums. Beverly was the Associate Director of CCHS in the late 1990s. **Gay Street Progress:** Work continues to construct new crosswalks at intersections of Matlack, Walnut, High.
- V. Treasurer / Finance:** (M. Reese) *See Reports* Approx. (20%) of full assessment collected. Expenses on track. Executive Director will receive a 2% increase, retroactive to June 1, 2019.
- VI. WCDF:** (Holliday) Up on the Roof netted over \$25k (down, slightly, due to absence of a Rooftop Sponsor.) Planning for 2020 is underway, and the committee is looking for an influential Honorary Chair(s) who will introduce new prospects for sponsorships. The board anticipates that between \$18-20k in grants will be awarded through this year's program, which will close on 7/31.
- VII. Borough Update:** (D. LeBold) A public hearing to consider the adoption of an amendment to the Borough Code is scheduled to be held on July 17, 2019 at 6:30 pm. The ordinance (attached) is concerned with the regulation of plastic bags and plastic straws. However, Gov. Wolf recently signed legislation barring Pennsylvania's municipalities from taxing or banning the sale or distribution of plastic bags and other containers and wrappings until Dec. 31, 2020, while legislative agencies study the economic and environmental impact. The Public Hearing will remain on the agenda, with any action or vote, on the part of Borough Council, being tabled until further notice. At Malcolm's request, the Board confirmed that the BID should not move forward with communicating the Public Hearing details to the downtown business owners, since no action can be taken at this time. Revisions to the Trash ordinance to regulate tobacco/cigarette butts as trash, and sidewalk cleaning and clearing of trash cans, from curbside, within a certain amount of time, will be considered in August. Parking Committee will consider a change to the rate structure. The proposed 170-unit development at the old Rubenstein's property will be discussed at Smart Growth. *West Chestnut/Lot (#10)* – Borough is in discussions with Eli Kahn and Brian McFadden about decking the lot, to add 70 more spaces. BID is on record as supporting a design that keeps the entrance flush with street level, with additional parking below- as opposed to an upper-decking design. The Borough is considering closing part of W. Gay, on Sat. mornings, as a temporary accommodation for the Grower's Market during West Chestnut / Lot #10 construction.

VIII. Committee Reports:

Advocacy (J. Dietrich) *See Report* The BID will work with Mayor Herrin and the Borough to support their emerging Clean & Green program.

Business Attraction (K. Winston) *See Report* Following a viewing of the new video by Tailor Made Media and Fig Industries, the committee discussed ideas for locations where the quarterly videos could be shown, and concluded that a strategic marketing plan would need to be developed to guide such a program.

Customer Attraction / Marketing (Riper) *See Report* The first two West Chester Al Fresco Pilot events are scheduled to take place on E. Gay / August 1 and W. Gay / September 5. A concept of the restaurant group, the new dining event will serve as a showcase for the Downtown West Chester restaurants, and is expected to replace the long-standing Swingin' Summer Thursdays. Adam Wetzel raised a concern that the 6:30-9pm hours will only accommodate one turnover at on-street tables, which does not support the \$250 fee that is paid to Parks & Rec. The Board immediately approved the additional Public Safety expense, and Diane LeBold said she would add extending the hours of the West Chester Al Fresco events to tonight's Parks & Rec. agenda, for consideration. Malcolm received a call from Penn Beer, inquiring about the possibility of scheduling a Clydesdales parade for September. With public safety costs estimated at \$10,000, the expense is prohibitive for the BID to absorb- especially given the late notice; however, Mark Yoder offered to look into the possibility of including the Clydesdales as part of this year's Christmas parade.

IX. Executive Session: Although noted on the agenda, the Board did not go into Executive Session.

Next Meeting: Tuesday, August 13, 2019 – 8am - BID / Chamber Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | July 5, 2019 – August 9, 2019

Governor Tom Wolf tours downtown West Chester

August 8, 2019 -- "It's always great to get out and visit Pennsylvania's historic downtowns," said Gov. Tom Wolf during a downtown walking tour led by BID director Malcolm Johnstone. "West Chester has done a great job at repurposing its buildings, while keeping the borough's wonderful, historic charm."

Through the years, the Wolf Administration has supported many West Chester projects through funding by the PA Dept of Community & Economic Development. Gov. Wolf spoke with the business persons at the Chester County Historical Society, Uptown! Knauer Performing Arts Center, Spence Café, Jane Chalfant, Hotel Warner, and Fairman's to learn of their experience and ongoing needs.

Officials on the tour included Sandra Riper, Chair of the West Chester BID and owner of Sunset Hill Jewelers, Aliyah Furman Stanger, Regional Director for the PA Department of Community & Economic Development, and Mark Yoder, West Chester BID Board Member and President and CEO of the Greater Chamber of Commerce of West Chester.

"West Chester is pleased to have a visit from Governor Wolf," said Malcolm Johnstone, Executive Director of the West Chester Business Improvement District (BID), according to the news release on the Governor's website. "He knows that with the support of the Pennsylvania Department of Community and Economic Development and local government, we've been able to put together a grassroots revitalization organization that is providing impressive results. These efforts have created an environment where small, home-owned businesses can flourish."

PDC Assessment scheduled for August 13, 2019

Mary Tate, Field Services Coordinator of the Pennsylvania Downtown Center (PDC) will conduct an on-site assessment of the BID and its programs at the next Board meeting on August 13. It will be a day-long process, broken up into groups, and stakeholders are asked to be available for at least two, one-hour periods that day.

This assessment visit is part of the requirements for communities Designated by Pennsylvania Department of Community and Economic Development (DCED). The BID has completed the final year of its current term. It is also part of an accreditation review for the National Main Street Center (NMSC).

The goal of the on-site assessment is for the BID to be part of a dialogue with PDC, DCED, and stakeholders about what has taken place and what the future of downtown West Chester will be. The importance of the assessment process cannot be overstated; it is imperative that Board members, committee members, volunteers, as well as partners and stakeholders participate in the process.

**West Chester Business Improvement District
Advocacy & Design Meeting
July 26, 2019 | 8am
MINUTES**

Present: Julie Dietrich, Chair; Fred Gusz, Dave Sweet, Emily Pisano, Ray Ott, Chris Blakely, Roy Smith, and Mayor Dianne Herrin. Staff: Malcolm Johnstone

Minutes

Motion to approve June minutes: (Gusz, Blake)

PDC Assessment event

Malcolm asked that members of the Advocacy Committee attend a session conducted by Mary Tate of the Pennsylvania Downtown Center (PDC), who will be conducting an exit assessment on Tuesday, August 13, 11am, BID Board Room.

Planning Grant application

Malcolm requested approval to move ahead with applying for a Planning Grant that is available from the PA Dept. of Community & Economic Development to address planning activities related to re-authorizing the West Chester Business Improvement District in a transitional and comprehensive way. (Sweet/Ott)

Plastic Bag and Plastic Straw Regulations

Mayor Herrin addressed the establishment of the new Borough ordinance to regulate Plastic Bag and Plastic Straw Regulations in the Borough effective July 2, 2020. There will be educational campaign to assist businesses achieve compliance.

BID Annual Meeting with BID committees

Advocacy agreed that an Annual BID Meeting with members of all the committees and Board be conducted in September to discuss items of mutual concern and learn about the priorities of each. It was agreed to send out a survey to see what date might work best.

Heritage Tourism resolution

The group agreed to support a BID resolution adopting Heritage Tourism as a fundamental feature of the BID Marketing. (Ott/Gusz)

Tree Wells

Concern was raised that Perk-E-Pave would not be appropriate for downtown tree wells. Agreed to ask BID Board for an official position to not use that material in downtown. (Gusz/Sweet)

Post Office

Roy discussed the call made to a Post Office supervisor to initiate discussion for the eventual divestment of the West Chester Post Office.

MINUTES
Business Attraction Committee
August 6, 2019 | 8am

Present: Denise Wroten & Ken Winston, Co-Chairs; Thomas Crisp, Mike Reese, Philip Bieg, Thomas Walsh. BID Staff: Malcolm Johnstone.

Minutes

The minutes July 2, 2019 were presented without objections or corrections.

Assessment Day

On August 13, from 10:00am to 11:00am, the Pennsylvania Downtown Center will conduct an assessment of the BID for Designation and Accreditation purposes. Members of the Business Attraction Committee are asked to participate.

Volunteer Business Card

The new Volunteer Business Cards were passed out to the Committee and offered to all BID participants.

Post Office/Coop

Contact has been made with an official of the USPS to help the West Chester Coop gain access to the Post Office as the next step in determining a plan for establishing the Coop there.

Business Almanac

Tom pointed out that professional real estate standards dictate that the criteria for measuring vacancy is done with square footage rather than number of structures with vacant space. However, there was no determination that the function of the process should be to achieve professional real estate standards or to simply determine the annual rate increase/decrease of occupancy.

Video

Denise would like to see West Chester videos placed in public locations.

DOWNTOWN BUSINESS ALMANAC
Business Attraction Committee
August 6, 2019

Total Number of Businesses: 592
Number of restaurants/entertainment: 89 (15%)
Number of Retail: 72 (12%)
Number of Professional Services: 433 (73%)

Now Open

Retail: 1

West Chester Books: 212 W Gay

Restaurant: 0

Retail Service: 0

Office/professional service: 1

Wellness Suite: 117 W Gay

Opening Soon: 4

Hotel Indigo: Gay & Walnut

Mercato Brewery Pub: 9-7 N Church

JP Morgan Chase: 1 S High

Cinq: 25 S High

Closed/Moved: 2

Mozzani's Hair Design: 300 W Market

Hybred-Cycles: 126 E Gay

Business changes within the BID: 2

Calios, 7 W Gay, is now DP Horn

Hair Refinery is moving from 106 W Market to 109 W Market

Available retail/restaurant properties (0)

The Board has asked that a survey be done indicating available retail fronts downtown. This is about a 2.7% vacancy by number of structures (261).

East Gay:

- 29 East Gay (old Social, available in spring 2020, Zukin)

West Gay:

- 158 W Gay (restaurant, McFadden)
- 44 West (under construction, available spring 2020, Eli Kahn)
- 130 West Gay (old Moonflower)

East Market:

- 138 E Market (new space, Wroten)

West Market:

- 106 W Market (old Refinery)
- 124 W Market (old HealthMarkets)

North High:

- 9 N High (BB&T)

North Church:

- 129-131 N Church (Old HSHC)

South Church:

- 29 S Church (Halladay's)

West Miner:

- 31 W Miner

Wilmont Mews:

- 18 Wilmont Mews (law office)

These are only the spaces that are obviously available (Laurento's is obviously not, for example). It represents about a 2.7% vacancy by number of structures, which is 261.

West Chester BID
Customer Attraction / Marketing Committee
July 18, 2019

PRESENT: K. Friedman, B. Galante, J. Long, S. Riper
BID STAFF: M. Johnstone, E. McGuire, E. Steinman
Present Other: Chris Muth - West Chester Free Ride

Introductions: Chris Muth - *West Chester Free Ride*, was introduced.

Updates:

West Chester Free Ride - Will provide eco-friendly, free transportation services Thurs-Sat, 4pm-mid., from specific locations within the Borough, beginning September 2019.

Borough Ordinance - At a public hearing, held on July 17, 2019, Council voted 4/3 to adopt an ordinance titled "Plastic Bag and Plastic Straw Regulations", to take effect July 2, 2020.

Borough Signage / Wayfinding Study - On hold until 2021.

Borough Chestnut Street Lot #10 - The Borough is in discussions with Eli Kahn and Brian McFadden about expanding the lot to add 70 more parking spaces.

Downtown Events / Promotions / WCU Happenings:

- Uptown! (K. Friedman) S. Gabor to provide details and information regarding RTC Cabaret. Holly Brown distributed postcards to promote Uptown's Classic Movie Mondays- during July & August.
- CCHS - Planning underway for the annual Halloween Ball.
- Summer Sidewalk Sale - July 26-28
- West Chester Alfresco - Pilot: 8/1
- Benchmark Twilight Cycling Classic - 8/10
- West Chester Alfresco - Pilot: 9/5
- Chester County Restaurant Festival - 9/15
- Fall Gallery Walk - 10/4
- WCU Family Weekend - 10/4-6
- West Chester Chili Cook-Off - 10/13
- Halloween Parade - 10/23
- WCU Homecoming Weekend - 10/25-27 -
- Shop Small West Chester Weekend - 11/29-12/1
- West Chester Christmas Parade - 12/6

Social Media Report June / Early July 2019: (Steinman) *Report Attached*

Next Meeting: Thursday, August 15, 2019 - 8am - BID/Chamber Conf. Rm.

Social Media Report: June/Early July 2019

By Elle Steinman | West Chester BID

Total Followers: 36,668

Facebook (@DowntownWestChesterPA): 27,845

Instagram (@downtownwestchesterpa): 6,588

Twitter (@downtownwcpa): 2,235

Top Highlights: Opa Taverna Opening (Via West Chester Views)

Performance for Your Post

7,007 People Reached

188 Reactions, Comments & Shares

126 Likes	126 On Post	0 On Shares
11 Loves	11 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
38 Comments	38 On Post	0 On Shares
12 Shares	6 On Post	6 On Shares

1,514 Post Clicks

667 Photo Views 0 Link Clicks 847 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts.

West Chester Views
June 12

Get to visit and take pics of the new Opa Taverna spot today!

7,007 People Reached 1,702 Engagements Boost Unavailable

Lucy Barber, Maria Schaffer and 135 others 21 Comments 5 Shares

Total Reach: 7,007
Engagements: 1,702
- 188 Reactions
- 1,514 Post Clicks

Promotions: Fig/Tailor Made "Summer to Savor" Video

Performance

You've spent \$30.00 over 17 days.

ThruPlays
1,390

People Reached 10,268

Cost per 10-second video view \$0.02

Activity

Engagement on Facebook

Video Views	4,735
Comments	3
Shares	7

Reach More People

Preview

It's a summer to savor in @164155890289117:274:Downtown West Chester, PA! Check out this video by @[430636510366412:274:Tailor Made Media] an...

Audience

This ad reached 10,268 people in your audience.

Placements	Locations
Instagram Feed on Mobile Devices	5258 (50.5%)
News Feed on Mobile Devices	3892 (37.4%)
Instagram Stories on Mobile Devices	1138 (10.9%)
News Feed on Desktop Computers	118 (1.1%)



West Chester Free Ride Is The
ONE & ONLY Mobile Advertising
 Free Ride Transportation Service
 In The Borough Of West Chester

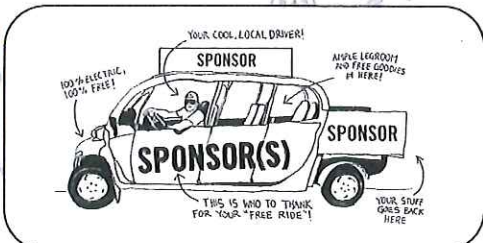
ECO FRIENDLY

All New For 2019
 Reserve Space On
 Our New On Board
 Mobile Ad Kiosks!



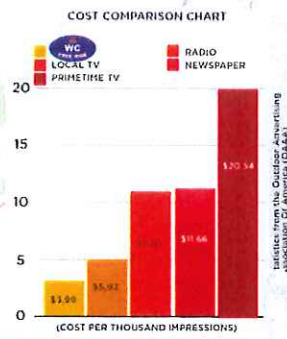
BRANDING | ADVERTISING | PROMOTIONS

JOIN US AS A LOCAL BUSINESS OR BRAND SPONSOR – SEPTEMBER 2019!



2019 Ad Sponsorship Options	Monthly
Full Vehicle Wrap	Contact Us For Introductory Ad Sponsor Pricing
LED Lighted Rooftop, Half Side	
Front/Center/Rear Door/Back Side	
Social Media/Mobile Ad Kiosk	
Sidewalk Signage	
Special Events	

(prices are per car, 3 car fleet)



For more details on ad sponsorships & a customized proposal, contact

15% off multiple spaces
 Additional 10% off if paid by 7/1/19

West Chester Free Ride
www.wcfreeride.com
 sales@wcfreeride.com
 (484) 259-7936

Monthly Averages

- 20k+ Ad Impressions
- 3,000+ Miles Driven
- 3,000+ Free Riders
- 1,000+ Followers
- Less Than \$4 CPM

