

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS MEETING

AUGUST 11, 2020

(ZOOM)

- | | | |
|--------------|--|---|
| I. | Introductions & Public Comment: | (S. Riper) |
| II. | Approval of July Minutes | (S. Riper) |
| III. | Comments of Chair:
-Julie Fitzpatrick – WC BID 5-Year Plan <i>Draft</i> | (S. Riper) |
| IV. | Executive Director Report: | (J. O'Brien) |
| V. | Treasurer/Finance: <i>(See Reports)</i>
- <i>Motion to open a Fulton Bank Checking Account for the UDAG (Urban Development Action Grant) funds- \$36,000, loaned by the Borough to the BID</i> | (M. Reese) |
| VI. | WCDF: | (M. Holliday) |
| VII. | Borough Update: | (B. Flynn) |
| VIII. | Committee Reports: <i>See Reports</i>
-Advocacy / Design (Meeting Canceled)
-Business Attraction
-Customer Attraction | (J. Dietrich)
(D. Wroten / K. Winston)
(T. Crisp) |
| IX. | Other Business:
-Board Vacancy | |

Next Meeting: Tues., September 8, 2020 - 8am

Board meetings take place on the second Tuesday of the month)

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
137 N. HIGH ST.
BOARD OF DIRECTORS MEETING
(Zoom)
July 14, 2020

Present Board: T. Crisp, B. Flynn, M. Holliday, J. Long, R. May, J. Maxwell, M. Reese, S. Riper, W. Scott, A. Wetzel, D. Wroten
Absent Board: J. Dietrich, L. Nelson, K. Winston
Present Other: Mayor Herrin, Steve Pitcharella
BID Staff: M. Johnstone, J. O'Brien, E. McGuire

- I. Introductions and Public Comment: No Introductions / Public Comment.**
- II. Approval of June Minutes:**
Motion to approve June Minutes
Motion Passed: (J. Long / M. Reese)
- III.** Comments of Chair: (S. Riper) Sandy welcomed John O'Brien as the Executive Director of the West Chester BID, and thanked Malcolm for his long career with the BID, and wished him well as he joins CCCF to begin working on the Cultural Alliance of Chester County. Patrick Kelly, son of Tim Kelly – Market Street Printers, passed away on July 7. Donation information can be found at: www.DellaFH.com/Obituary/PatrickRyan-Kelly. Jeff Brown, who participated on the original committee to form the BID, passed away on June 29. The Chamber's Executive Comm. recommends Patti Campbell as the GWCC representative to the BID Board of Directors. Patti is VP of Mission Advancement for the YMCA, a current member of the GWCC Board of Directors, and serves on the BID Advocacy Committee. John continues to have introductory meetings with the downtown business community, BID Board, Borough Council, Mayor, Borough Admin. Main Street Strong: (Mayor Herrin) Penn-DOT approval currently with Governor's office. Thanks to M. Holliday for his efforts to secure additional funding from the WCDF. John O'Brien is in the process of recruiting businesses to manage hand sanitizing stations. Main Line Concrete is ready to deliver and set up barriers. J. Breen is organizing professional artists to paint murals on the barriers. D. Anderson is doing a good job with pulling together the (*masks, loading, unloading, etc.*) signage. A couple of outstanding items include striping and timing of striping to create two lanes on Chestnut St., between Matlack St. & High St. (Will Public Works be able to do striping?) The \$5,000 fee paid to the Borough engineer to prepare/submit applications for permits to Penn-DOT, and \$5,000 for additional signage to reroute traffic, will bring the revised budget to \$36,000. Sandy asked Adam Wetzel to provide restaurant perspective on the impact of restrictions. Adam said that most restaurants are at 50% of regular business. The email from Don Braceland, yesterday, demonstrated that there are some who are against the idea of, at least, trying to generate extra business in town during Summer / early Fall. The restaurants are greatly concerned about losing outdoor dining in the Fall, if indoor seating limits are still in place. (B. Flynn) asked if businesses that are closed on Mondays might consider extending hours to include Mondays, to generate more activity with diners and shoppers. Adam said it is not financially feasible for some businesses to be open 7-days a week. (Mayor Herrin) Start with a 7-day-a-week marketplace, then reevaluate to determine if a weekends-only closure should be considered. The next *Main Street Strong* meeting will be scheduled once closure happens.
- IV. Executive Director Report:** (M. Johnstone) *See Report* The completion date for PECO's infrastructure improvement project has been extended into 2021.
- V. Treasurer / Finance:** (M. Reese) *See Report* Finance Comm. will meet, next week, to revise the 2020 budget. Thank you to Borough Council for the recent \$25,000 payment to the BID, as part of the 2020 Borough Allocation. Working through details of the UDAG loan. The terms of the UDAG repayment structure are favorable. Approx. \$25,000 in assessment payments have come through since the July 1 billing. Mike hopes to transition out of his current role as Treasurer, at the end of the year, and asked interested board members to contact him.

Treasurer / Finance: (Continued) Dale Umbenhauer – Maillie LLP: Presented the 2019 Financial Report. Dale stressed to the Board that BID needs to increase its assessment rate in order to stay solvent, and ask the Borough to increase the annual allocation. Mike noted that the change in cash position is due, mainly, to increased health care costs, and payment of 2018 health care expense in 2019. Mike thanked Dale and his team for an excellent quality of audit.

- VI. WCDF (M. Holliday)** The Board is considering a contribution to the Open-Air Marketplace to support the Public Arts piece.
- VII. Borough Update (B. Flynn)** Property tax dollars are slowly coming in. Public Works cleaning up Big Belly receptacles, and regularly watering the new tree plantings throughout the Borough. Borough Council has several strong candidates who are interested in representing Ward 7.
- VIII. County Update (J. Maxwell)** The Commissioners are supportive of the open-air marketplace, provided safety protocols are followed.
- IX. Committee Reports:**
- X.** Advocacy: Julie not present- no verbal report.
Business Attraction: Meeting Canceled / No Report
Customer Attraction: Meeting on Thurs., July 16.
- XI. Meeting Adjourned 9am.**

Next Meeting: Tuesday, August 11, 2020 - 8am – BID Office Conf. Rm.

Executive Director Report

I want to thank everyone for their support as I have taken over as the executive director of the BID.

My goal has been to hit the ground running and that has certainly been the case.

General Updates

In order to improve communications, I have two objectives. The first is to make more regular communication via email. We are sending at least a weekly email to inform the BID members on grant opportunities, updates on Gay St, and government legislation that may affect a business in the BID.

The second objective is to be out in the community talking to people face to face as much as possible. I aim to spend two to three hours of my day out in town visiting stores to talk about how business is going and how the BID can assist them.

The BID will be deploying a new management software system called PBID in August. This software will give staff the ability to better log case work, run reports, and keep a more up-to-date contact list of businesses and property owners.

Gay Street Open Air Market

On Monday August 3rd, the Gay Street Open Air Market was officially open for business. This large undertaking has been the biggest consumer of our time and attention in my first three weeks with the BID.

The delay was mainly the result of waiting on permits from PennDOT and the Federal Highway Administration. The BID worked closely with State Representative Carolyn Committa and Congresswoman Chrissy Houlahan to push those permits through.

Although not originally the BID's responsibility, we took over the logistical planning and coordination of the contractors to get the infrastructure in place to make the shutdown happen.

As of the writing of this report, the BID has received the \$36,000 in UDAG funds from the Borough as a loan to pay for Gay St. Our current estimated total expenses as of the writing of this report is \$34,516. The costs could shift slightly as final invoices are received. We anticipate any shift to be a lower overall cost.

The costs of Gay St as of this report are as follows. We got a donation of \$2,500 from the West Chester Downtown Foundation to cover the cost of the signs and help pay for signs and hand sanitizing stations.

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January through July 2020

08/06/20

Accrual Basis

	Jan - Jul 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
UDAG Grant	36,000.00			
BID Lein Legal Fee Reimbursed	199.19	5,400.00	-5,200.81	3.7%
BID Property Assessment - 2018	0.00			
BID Property Assessment - 2020	309,358.79	325,000.00	-15,641.21	95.2%
Borough of West Chester In Lieu	82,500.00	85,000.00	-2,500.00	97.1%
WCDF Program Income	15,000.00	15,000.00	0.00	100.0%
Grant	0.00	40,000.00	-40,000.00	0.0%
Total Income	443,057.98	470,400.00	-27,342.02	94.2%
Gross Profit	443,057.98	470,400.00	-27,342.02	94.2%
Expense				
UDAG	27,235.05			
BID OFFICE OPERATIONS				
Bank Fees / Overdraft Charges				
Interest - Loan Acct	236.60			
Total Bank Fees / Overdraft Charges	236.60			
Accounting/Audit	6,500.00	11,000.00	-4,500.00	59.1%
Bookkeeping Expense	2,062.50	4,445.00	-2,382.50	46.4%
Insurance				
Administrator - Workers Comp.	2,230.00	3,500.00	-1,270.00	63.7%
Insurance - D&O	1,970.00	1,055.00	915.00	186.7%
Total Insurance	4,200.00	4,555.00	-355.00	92.2%
Legal Fees / Assessment Coll.	1,900.27	5,000.00	-3,099.73	38.0%
Office Equip. Maint./Repair	489.45	2,200.00	-1,710.55	22.2%
Office Equipment Lease	735.84	1,750.00	-1,014.16	42.0%
Office Supplies	1,606.64	3,194.00	-1,587.36	50.3%
Office Technology	670.00	2,300.00	-1,630.00	29.1%
Parking Validation	57.00	1,000.00	-943.00	5.7%
Postage	529.00	1,350.00	-821.00	39.2%
Printing	0.00	1,000.00	-1,000.00	0.0%
Rent	14,972.51	25,680.00	-10,707.49	58.3%
Train. & Dev. / Conf.	0.00	2,700.00	-2,700.00	0.0%
Utilities	2,416.30	5,000.00	-2,583.70	48.3%
Website / Computer/ Phone	1,050.00	5,400.00	-4,350.00	19.4%
Memberships / Subscriptions				
Constant Contact	927.50	1,600.00	-672.50	58.0%
PA Downtown Center	400.00	400.00	0.00	100.0%
Total Memberships / Subscriptions	1,327.50	2,000.00	-672.50	66.4%
Total BID OFFICE OPERATIONS	38,753.61	78,574.00	-39,820.39	49.3%
BID COMMITTEE EXPENSE				
ADVOCACY				
Clean & Green	8,580.00	25,500.00	-16,920.00	33.6%
Total ADVOCACY	8,580.00	25,500.00	-16,920.00	33.6%
MARKETING				
HYPER-LOCAL MARKETING				
County Lines Magazine	200.00	3,000.00	-2,800.00	6.7%
FIG - West Chester	3,750.00	12,500.00	-8,750.00	30.0%
Social Media Advertising	3,135.04	5,000.00	-1,864.96	62.7%
WC Parks & Rec Guides	0.00	1,000.00	-1,000.00	0.0%
WC Press	0.00	12,000.00	-12,000.00	0.0%
Total HYPER-LOCAL MARKETING	7,085.04	33,500.00	-26,414.96	21.1%
DESTINATION MARKETING				
Hotel Marketing Programs	70.00	120.00	-50.00	58.3%
Phila Conv Ctr Visitors Guide	0.00	300.00	-300.00	0.0%

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January through July 2020

08/06/20

Accrual Basis

	Jan - Jul 20	Budget	\$ Over Budget	% of Budget
History/Preservation Month	0.00	5,000.00	-5,000.00	0.0%
Total DESTINATION MARKETING	70.00	5,420.00	-5,350.00	1.3%
MEDIA SPONSORSHIPS				
Gallery Walk Sponsorship	0.00	0.00	0.00	0.0%
Holiday Window Decorating	697.47	1,500.00	-802.53	46.5%
Sidewalk Sale	0.00	1,000.00	-1,000.00	0.0%
Swingin' Summer Thursday	0.00	6,600.00	-6,600.00	0.0%
UPTOWN! Marketing Support	0.00	0.00	0.00	0.0%
West Chester Restaurant Assoc	0.00	5,000.00	-5,000.00	0.0%
West Chester Shop Small Weeke...	0.00	1,000.00	-1,000.00	0.0%
Total MEDIA SPONSORSHIPS	697.47	15,100.00	-14,402.53	4.6%
Support Marketing				
Convention Center Visitors Guid	0.00	10,000.00	-10,000.00	0.0%
CTM Brochure Distribution	3,810.10	11,000.00	-7,189.90	34.6%
Domain Registration	40.00	40.00	0.00	100.0%
Promotions/Customer Attraction				
Taste of West Chester	6,000.00			
Promotions/Customer Attractio...	0.00	2,112.00	-2,112.00	0.0%
Total Promotions/Customer Attra...	6,000.00	2,112.00	3,888.00	284.1%
Website Design	0.00	8,000.00	-8,000.00	0.0%
Website Enhancements/SEO	2,380.00	4,135.00	-1,755.00	57.6%
Total Support Marketing	12,230.10	35,287.00	-23,056.90	34.7%
Total MARKETING	20,082.61	89,307.00	-69,224.39	22.5%
Total BID COMMITTEE EXPENSE	28,662.61	114,807.00	-86,144.39	25.0%
PERSONNEL				
Payroll Processing Expense	885.80	1,450.00	-564.20	61.1%
BID Employer Taxes	7,476.99	13,000.00	-5,523.01	57.5%
Director Salary & Benefits				
Director Salary	59,473.27	100,518.87	-41,045.60	59.2%
Director Benefits				
Director Health Ins	0.00	15,504.44	-15,504.44	0.0%
Director HSA contribution	0.00	3,000.00	-3,000.00	0.0%
Director Dental	0.00	626.92	-626.92	0.0%
Director Retirement Exp	1,079.68	1,233.92	-154.24	87.5%
Director Benefits - Other	675.88			
Total Director Benefits	1,755.56	20,365.28	-18,609.72	8.6%
Director T&E Expenses	494.99	2,700.00	-2,205.01	18.3%
Total Director Salary & Benefits	61,723.82	123,584.15	-61,860.33	49.9%
Office Manager Salary & Benefit				
Office Manager Salary	26,897.36	46,110.00	-19,212.64	58.3%
Office Manager - Benefits				
Office Manager Health Ins	0.00	11,487.72	-11,487.72	0.0%
Office Manager HSA	0.00	1,500.00	-1,500.00	0.0%
Office Manager Dental	0.00	341.28	-341.28	0.0%
Office Manager Retirement Exp	537.89	1,385.00	-847.11	38.8%
Total Office Manager - Benefits	537.89	14,714.00	-14,176.11	3.7%
Total Office Manager Salary & Benefit	27,435.25	60,824.00	-33,388.75	45.1%
Communications Salary & Benefit				
Comm Specialist Salary	4,990.47	4,990.47	0.00	100.0%
Comm Specialist Benefits				
Comm Specialist Health Ins	0.00	1,914.62	-1,914.62	0.0%
Comm Specialist HSA	0.00	1,500.00	-1,500.00	0.0%
Comm Specialist Dental	0.00	56.88	-56.88	0.0%

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January through July 2020

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Comm Specialist Retirement Exp	99.81	99.81	0.00	100.0%
Total Comm Specialist Benefits	99.81	3,571.31	-3,471.50	2.8%
Total Communications Salary & Ben...	5,090.28	8,561.78	-3,471.50	59.5%
Total PERSONNEL	102,612.14	207,419.93	-104,807.79	49.5%
Consultants	0.00	20,000.00	-20,000.00	0.0%
Suspense	-874.25			
Total Expense	196,389.16	420,800.93	-224,411.77	46.7%
Net Ordinary Income	246,668.82	49,599.07	197,069.75	497.3%
Net Income	246,668.82	49,599.07	197,069.75	497.3%

Business Attraction Committee Meeting

MINUTES

August 4, 2020, 8:00 a.m

Present: Denise Wroten, Kenneth Winston, Sandy Riper, Tom Walsh, Christopher Muth. BID
Staff: John O'Brien

- Minutes
 - Committee has not met in a while and therefore a review of prior minutes was not necessary.
- Discussion
 - Review List of Open Properties
 - The committee reviewed the list of current vacancies that exist within the BID footprint and discussed potential businesses that are coming online soon.
 - How Should the BID List Properties?
 - Currently the only list maintained by the BID is on the website which is an inadequate way of listing properties. Tom Walsh suggested that the BID maintain a more robust database that would allow the committee to better understand the vacancy of the downtown area. The BID is purchasing a new customer management software system is designed specifically for BIDs. The new system, PBID, will allow for better tracking of properties and has reporting features which will allow for easy vacancy information access.
 - Website Design for Business Attraction
 - As the BID moves forward to redesigning the website, the committee discussed how the new website could be used to attract new businesses. The website needs to allow a user to more seamlessly search available properties and needs to have accurate and up-to-date information on how to contact the property's realtor. The website needs to focus on providing more pictures and allow a user the ability to search the properties based on needs like square footage or amenities.
- Updates
 - Gay Street Open Air Market
 - The executive director gave an update on the Gay Street closure now that it is fully open.

ITEM	COST
Bin blocks	\$ 3,200
Hand sanitizing stations (n=16)	\$ 5,100
Batteries+Refills	\$ 840
Wells Fargo Signs	\$ 300
Traffic Cones	\$ 220
Roadway signage	\$ 5,300
PennDOT engineering consultant	\$ 6,440
Chestnut Street restriping	\$ 12,450
Safety signage & posters	\$ 1,969
SUBTOTAL:	\$ 35,818
Donations and Income	
Donation from Downtown Foundation for Signs	\$ (2,500)
<u>TOTAL:</u>	\$ 33,318

Events and advocacy

The BID has helped sponsor two events to support our retail stores throughout the BID. The first was the Sidewalk Sale. The BID used marketing funds to help boost and promote this event. It was billed as a way to promote save and health conscious shopping in our downtown. The other event that was held on August 6th and 7th was new and it was called “Sip & Shop”. Participating retail stores provided beverages to customers who stopped into shop at their stores.

The BID also organized a letter that was sent to our congressional delegation asking for support in the next stimulus bill for restaurants. We had ten restaurateurs sign on to the letter.

West Chester BID
Customer Attraction / Marketing Committee
(Zoom)
July 16, 2020

PRESENT: A. Burke, P. Comerford, C. Giblin, J. Jennings, S. Riper, P. Zobel
BID STAFF: J. O'Brien, M. Johnstone
Present Other: Mayor Dianne Herrin

Discussion / Update on the *Gay Street Open-Air Marketplace* was the primary agenda item for the July 2020 Customer Attraction Committee meeting. (See *John O'Brien's August 2020 Executive Director Report*)

Next Meeting: Thursday, August 13, 2020 - 8am

Meetings take place on the 3rd Thursday of the Month