

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY**

**December 8, 2015**

**Agenda**

**BID Office – 119 N. High Street**

- I. Introductions & Public Comment (Brown)
- II. Approval of December Minutes (Brown)
- III. Comments of Chair (Brown)  
-Approval of 2016 BID Meeting Schedule
- IV. Executive Director Report (Johnstone)
- V. Treasurer & Finance – (Blakely)  
-Consideration of 2016 Budget  
-Consideration of Audit Proposal from Maulo & Company, Ltd.
- VI. West Chester Main Street Assessment and Accreditation Review by David Zellers, Pennsylvania Downtown Center (PDC).

**Next Meeting: Tuesday, January 12, 2016 - 8am – BID Office**

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
November 10, 2015**

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

**I. Introductions & Public Comment:** (No Introductions/Public Comment)

**II. Approval of October Minutes:**

*Motion to approve October Minutes:  
Motion Passed: (May / Walsh)*

**III. Comments of Chair: (Brown)**

*-Resolution 2015-#5: Resolution imposing attorneys' fees upon unpaid annual assessments for which Municipal Claims are filed:*

*Motion Passed: (Walsh / Riper)*

*-Resolution 2015-#6: Motion to approve a Resolution of the West Chester Business Improvement District Authority to support the West Chester Borough to file an application for anchor building grant funds with the Department of Community and Economic Development (DCED), Commonwealth of Pennsylvania:*

*Motion Passed: (Riper / Walsh); May Abstained*

**West Chester BID Board Appointments:** The terms of three Board members are set to expire at the end of 2015, and each has expressed their interest in serving another term on the Board of Directors. The Board will make a recommendation to Borough Council that Richard May, Ray Ott and Adam Wetzel be appointed to another term.

**IV. Executive Director Report: *See Report***

On November 17, 2015, Borough Council will hold a hearing to consider an ordinance authorizing a new five-year term for the BID, commencing January 1, 2016 through December 31, 2020. On December 9, 2015, a representative from the PDC will be conducting an assessment of the BID. The assessment will require about 9-10 hours. The scheduled Board meeting will be condensed to the most important items. The PDC is also offering a Leadership Forum on December 16<sup>th</sup> in Downingtown. It is a requirement to have one or more BID Board members attend to maintain our Keystone Designation and Main Street Accreditation.

**V. WCDF – (No Report)**

**VI. Treasurer & Finance:** (Blakely) October budget reports will be presented at the December meeting. In the process of entering lost data.

**VII. Committee Reports:**

**Advocacy:** (Gusz) *See Report*

Jordan Norley's comments for consideration as policy matters for the BID need to be clarified with Jordan before action can be taken.

**Business Attraction:** (May) *See Report*

Continue work on mapping project. Lorenzo & Sons Pizza (27 N. High) is scheduled to be open in time for the Old-Fashioned Christmas Parade. (May) There needs to be a push to attract more retail businesses.

**Design – No Report**

**Marketing – (Riper) *See Report***

Currently focused on Holiday Season ads to promote Black Friday, Small Business Saturday, Free Parking, and Old-Fashioned Christmas. In January, work on the banner program will resume. The committee will work from a cohesive marketing plan in 2016.

**VIII. Other:** (Walsh) Thanks to everyone who helped to make free parking available on Black Friday/Small Business Saturday weekend.

**Next Meeting: Tuesday, December 8, 2015 - 8am – BID Office.**

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY**

**2016 Board & Committee Meeting Schedule**

BID Office – 119 N. High Street, West Chester, PA 19380

**Executive Board:** Meets Thursday before the scheduled BID Board of Directors meeting.

**BID Board of Directors** – Meets 2<sup>nd</sup> Tuesday of the month; 8:00 am.

- January 12<sup>th</sup>; February 9<sup>th</sup>; March 8<sup>th</sup>; April 12<sup>th</sup>; May 10<sup>th</sup>; June 14<sup>th</sup>; July 12<sup>th</sup>;  
August 9<sup>th</sup>; September 13<sup>th</sup>; October 11<sup>th</sup>; November 8<sup>th</sup>; December 13<sup>th</sup>

**Advocacy Committee** – Meets 4<sup>th</sup> Friday of the month; 8:00 am, except March 25 moved to March 18, November 25 moved to November 18, December 23 moved to December 16.

**Business Attraction Committee** – Meets 1<sup>st</sup> Tuesday of the month; 8:00 am.

**Customer Attraction Committee** – Meets the 3<sup>rd</sup> Thursday of the month; 8:00 am.

**Design Committee** – Meets 1<sup>st</sup> Friday of the month; 8:00 am, except January 1 moved to January 8.

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

Malcolm Johnstone, Executive Director | November 7 – December 3, 2015

### **Ordinance extending the BID through December 31, 2020**

On Tuesday, November 17, 2015, Borough Council held a hearing to consider an ordinance authorizing a new five-year term for the BID commencing January 1, 2016 through December 31, 2020. Council considered that there had been no objections delivered to the Borough Manager's office and passed the ordinance 6-0. The BID is grateful to the Borough for conducting the process of re-authorizing the BID.

### **PDC to perform annual assessment**

As I mentioned last month, the West Chester Main Street Assessment and Accreditation Review has been scheduled to begin with the BID Board meeting. David Zellers, Field Services Specialist with the Pennsylvania Downtown Center, will conduct the assessment. I would ask that Jordan and Bill please plan on spending a few minutes with Dave immediately after the meeting. I will also be contacting committee chairs and BID partners to allocate some time for Dave as well. The overall result of the assessment will be a report to DCED and serve as the basis for the continued accreditation of Main Street and designation as a Keystone Main Street program.

### **Leadership Forum**

The Pennsylvania Downtown Center is offering the Leadership Forum in Downingtown on December 16, from 6pm to 9pm. Holly is scheduled to attend. This is a requirement for the BID accreditation and anyone who has not attended in the past should please consider going.

### **New position**

As you know, I have been working with the Executive Board for hiring an entry level Communications Specialist. At the Board meeting, I hope to have a staff determination on an individual. So stay tuned.

### **Grant submission for theater**

The Borough has successfully made a submission for a \$500,000 Anchor Building Grant-to-Loan from the PA Department of Community and Economic Development (DCED). While the grant process is very competitive, the BID and Uptown Theater staff and volunteers have worked hard to position West Chester to be favorably considered.

Position: Communications Specialist for West Chester Business Improvement District

Salary: \$31,000 F/T non-exempt/full benefits/continuing education and training

Duties:

Work with the Executive Director to manage the BID websites, marketing and communications initiatives to maintain relationships with the stakeholders within the BID and help build partnerships with attractions in the Brandywine Valley. This includes correspondence with the BID constituents, social media development, blog management, and e-blast development and scheduling.

Skills and qualifications:

Bachelor degree in marketing, English, and/or communications or applicable experience. Skilled in MS Office Suite. Excellent verbal and copywriting skills with ability to create written and visual content to help build a powerful visual brand across all social channels, including images, video, promotions and landing pages.

Ability to adapt and be flexible in a dynamic office, ability to work alone or with others in a team environment.

Critical thinking with the ability to analyze results using social media analytics such as Facebook insights, Google Analytics, Buffer, BuzzSumo, etc.

Reliable personal transportation required. Willing to have a flexible work schedule, with an understanding that some weekend and evening events occur.

Ability to adapt and be a flexible, participate as a team player in a dynamic and busy work environment.

Ability to prioritize, multi-task efficiently, stay calm under pressure and respond to a high volume of ongoing requests in a timely fashion.

Proven ability to continually develop skills related to use of rapidly changing technology and communications best practices.

Entrepreneurial spirit and skill set in a changing environment is essential.

Contact:

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DowntownWestChester.com

**West Chester Business Improvement District  
Advocacy Meeting  
November 20, 2015 | 8am  
Minutes**

In Attendance: Fred Gusz, Chair; Bruce Cavin, Roy Smith, and Dick Yoder.  
Staff: Malcolm Johnstone.

The previous meeting minutes were reviewed and approved.

**Position Statement concerning West Chester Comprehensive Plan recommendation to close Prescott Alley to vehicular traffic**

The Committee agreed to take the draft of the Position Statement (see below) to the BID Board for consideration. Malcolm will have the affected businesses review the draft.

**DVRPC plan for enhanced bus service on West Chester Pike**

Malcolm attended a meeting held by the Delaware Valley Regional Planning Commission (DVRPC) to announce plans for improving bus service along West Chester Pike (AKA the 104) between West Chester Borough and the 69th Street Transportation Center. It was held Friday, November 13, at the Newtown Township Municipal Building. He was the only representative from the Borough. The committee encouraged Malcolm to inform residents, downtown stakeholders, and officials of the plans through the normal media channels.

**Pivotal Year Recognition: 1966-2016**

There was discussion concerning the 50<sup>th</sup> year anniversary in 2016 of the opening of the building formally known as the North Wing and now called 10 North High. Roy mentioned that this style (International with elements of Brutalism and Bauhaus) is often referred to as Mid-Century Modern. Malcolm will help organize a rededication of the structure that will include placing a plaque with the name of the artist who created the Stone Sculpture on the façade.

Next Meeting: December 18, 2015, 8am.

West Chester Business Improvement District

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Malcolm Johnstone, Executive Director  
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December 8, 2015 [DRAFT]

**Position Statement concerning West Chester Comprehensive Plan recommendation to close Prescott Alley to vehicular traffic.**

The West Chester Business Improvement District Authority (BID), at its regular meeting conducted on -- --, voted to object to the recommendation found in the current draft of the Borough of West Chester Comprehensive Plan & Urban Center Plan under the heading *Revitalize Old Areas and Plan for Needed Capital Improvements* which states "Turn Prescott Alley east of N. High Street into a pedestrian walkway." This position was taken after objections were shared with the BID Advocacy Committee by property owners adjacent or near the alley who do not want to see the alley closed to traffic. It is felt that such a change will cause an undo burden to customers seeking to park in the Chestnut Street Garage or Law Alley or use the drive-up ATM at Fox Chase Bank. Clearly, alley access supports the businesses on the 100-block of North High Street.

However, the BID very much supports improvements to the alley, such as:

- Better lighting
- Re-paving
- A pedestrian easement or corridor

The BID recommends that before any improvements are considered on this part of Prescott Alley, a professional company should be contracted to provide a detailed analysis that includes traffic counts, accident reports, and appropriate dimensions for a more attractive pedestrian experience.

The BID looks forward to participating in an improvement project on Prescott Alley that serves the interests of everyone.

Yours truly,

**WEST CHESTER BID**  
**Business Attraction Committee**  
**MINUTES**  
**December 1, 2015 | 8am**

Present: Richard May, Tom Walsh, co-chairs; Mike Reese, Nick Branton, Mike Reese, Fred Gusz, TJ Spencer. Staff: Malcolm Johnstone

**Minutes**

The Minutes of November 3, 2015, were reviewed and accepted with updates (Walsh, May).

**Mapping program**

Looking to articulate the function of the mapping system for the BID, the group came up with: "A system for anyone who desires to understand the location proximities of business and development clusters in the downtown."

**Emerging business idea**

On Saturday, November 14, 2015, Malcolm visited Montclair NJ mining for businesses that would be compatible for downtown West Chester. Of particular interest was Parcel, which specializes in quality paper products and related services. While this business is not available for relocation to West Chester, the committee considered strategies such as pop-ups, example business plans, and click-to-brick strategies that could morph into a homegrown version of this retail concept.

**Plaza plan**

There was discussion to consider the BID actively supporting the Plaza Concept for Gay & Church Street. It was agreed that such discussion should be undertaken with the Board in 2016.

**Lorento's storefront**

David Reinfeld at CCHS is in the process of contacting John Lorento to create a window display for the empty storefront as considered at the last meeting.

Next meeting: January 5, 2016

**DOWNTOWN BUSINESS ALMANAC**  
**West Chester Business Improvement District**  
**December 1, 2015**

Total Number of Businesses: 554  
Number of restaurants: 77 (14%)  
Number of Retail: 75 (13%)  
Number of Professional Services: 402 (73%)

**Now Open**

**Retail: 1**

The Prana House: 109 N Church

**Restaurant: 2**

Shawarma: 38 E Market

West Chester Coffee & Ice Cream Shop: 8 E Gay

**Office: 2**

Avis | Budget: 342 W Market

Human Services, Inc: 330 W Market

**Opening Soon: 7**

Dazzling Diamonds: 113 W Gay (Fall 2016)

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

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

Mediterranean Bakery: 154 W. Gay Street (2015)

Firehouse 51: 30 North Church (2015)

**Closed/Moved: 0**

**Business changes within the BID 1**

Susquehanna Bank is now BT&T Bank

**Planned Business changes within the BID: 5**

DNB temporarily located to 120 W Market during construction at Market & Church

Hotel Warner expanding into adjacent space of Salon Ooh La La

Carlino's is proposing to apply for an economic development liquor license (TBD)

i Pasta set to expand into 136 East Gay Street (TBD)

Synchrony is moving from F&M to a purchased property at 20-22 N Church

**Development Projects 3**

Hotel at F&M Building

Hotel at 39 E Gay

Chestnut Street Apartments

Uptown Theater

# West Chester BID Customer Marketing Committee

November 19, 2015 | 8am | West Chester BID Conf. Rm.

**Present: K. Cavin, D. Fairman, M. Manning, C. Meadows - BID Staff: M. Johnstone, E. McGuire**

## **The 2016 Marketing Budget and Plan:**

Working from the 2015 Plan, the committee went through each line item and budgeted amount and discussed a preliminary budget and plan for 2016.

- Swingin' Summer Thursday Sponsorship – \$2,800 (Amount TBD) \*Check w/Keith or Rich
  - Website SEO – Increase to \$4,800
  - Downtown Guide Brochure Design/Print/CTM Distribution – Increase to \$20,000
  - Preservation Magazine - \$825 (Likely to eliminate)
  - Social Media Advertising - \$2,400 – (Likely to increase)
  - Classic Towns Membership - \$2,500 – (Move out of Marketing and into “Memberships”)
  - Fashion Show Sponsorship - \$2,000 – (TBD) \*Confirm with WC Press
  - County Lines Magazine – January – Restaurant Issue - \$2,000
- Additional items for consideration include:
- Bride Guide To West Chester Sponsorship - \$2,000 (TBD)

**Next Meeting: Thursday, December 17, 2015 – 8am – BID Office**