

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT**

**Agenda**

**BID Office – 119 N. High Street**

**December 12, 2017**

- I. Introductions & Public Comment:** (Brown)
- II. Approval of November Minutes** (Brown)
- III. Comments of Chair** (Brown)
  - WC BID 2018 Meeting Schedule ...
  - (Note: Design Comm. To Merge w/Advocacy Comm.)
  - WC BID Office Relocation – (*Furniture*)
- IV. Executive Director Report** (Johnstone)
- V. Treasurer/Finance** (Blakely/Reese)
  - Approval of Final 2018 Budget
  - Audit 2017 Proposal – Maulo & Co.
- VI. WCDF** (Holliday)
- VII. Borough Update** (LeBold)
- VIII. Committee Reports:**
  - Advocacy (Johnstone)
  - Business Attraction (May / Walsh)
  - Customer Attraction / Marketing (Riper)
  - Design – (No Meeting / No Updates)
- IX. Other Business:**

**Next Meeting: Tuesday, January 9, 2018 – 8am – BID Office Conf. Rm.  
WC BID OFFICES LOCATED AT 137 NORTH HIGH STREET**

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS  
November 14, 2017**

**Present Board:** C. Blakely, H. Brown, T. Crisp, M. Holliday, D. LeBold, R. May, S. Riper, W. Scott, T. Walsh, A. Wetzel, K. Winston  
**Absent Board:** M. Kichline, L. Nelson, M. Reese, M. Yoder  
**BID Staff:** M. Johnstone, E. McGuire, E. Steinman

**I. Introductions & Public Comment:** No Introductions, No Public Comment

**II. Approval of October Minutes:**

*Motion to approve October Minutes:*

*Motion passed: (May / Walsh)*

**III. Comments of Chair (Brown):** Holly visited Kennett Square and spoke with two retail shop owners/managers to find out which factors influenced their decision to open there: Trail Creek Outfitters (Specialty Outdoor) Opened on a trial basis, with an extended *pop up* type lease. Marche' (Home Décor / Gifts) Considered locating to Downtown West Chester, but was concerned with the number of restaurants, versus retail businesses. Holly has offered to chair the Business Attraction Committee, beginning January 2018. Holly recommends a stronger partnership with Fig, and suggested that the "Day Tripping" feature in the Lancaster Fig, be considered. Desman Design Management's West Chester Parking System Financial Analysis was discussed.

**IV. Executive Director Report:** (Johnstone) *See Report*

Board Member terms expiring at the end of 2018: Scott, Winston, Blakely Sandy recommends representation from WCU, and Kahn Development. Board members will reach out to qualified candidates. Candidates must submit their interest, in writing, to Mike Perrone, Acting Borough Manager. Met with the Chester County CVB to request funding for BID Marketing Programs. While it was made clear that no funding is available, the CVB did agree to provide resources to the BID to advance a Heritage Tourism Campaign. At the request of Adam Wetzel, a meeting with the downtown restaurant group is scheduled for Nov. 16, 2017 at CCHS. The official date for the opening of the BID/Chamber (and Fig) offices at 137 N. High St. is Jan. 2018.

**V. Treasurer & Finance:** (Blakely) *Report & Budget Draft Distributed*

*Motion To Pass Resolution Imposing Attorney's Fees Upon Unpaid Annual Assessments For Which Municipal Claims Are Filed.*

*Motion Passed: (Walsh / Riper)*

**Treasurer & Finance (Continued)** YTD Budget – Expenses at 93%. Will likely

be at or just over budget at year end. Preliminary 2018 Budget – Income generally the same as 2017. Expense reflects SGA increase, based on inflation. Total 2018 Budget: \$410,740.

Marketing Committee submitted a detailed 2018 budget. Johnstone asked the Board to give a directive for reasonable priority to the holiday campaign, based on requests from the retail and restaurant communities. The Board moved forward with the directive, with no objections.

- VI. **WCDF:** (May) Julie May will, again, lead the WCDF-sponsored caroling throughout the downtown during the holiday season.
- VII. **Borough Update:** (LeBold) The Borough will move to a temporary location at the Spellman Building (Paoli Pike) for approximately one-year, during Borough Hall's construction and renovations.
- VIII. **Committee Reports:** *See Reports*
  - Advocacy (Johnstone)** There has been discussion about enhancing the Clean & Green program. A meeting is being arranged by the Borough Parking Dept. to begin the process of seeing the wayfinding signage in the Borough and on the garage updated.
  - Business Attraction** – No Meeting – *Business Almanac* Distributed
  - Customer Attraction / Marketing:** (Riper) Focus on 4<sup>th</sup> quarter “Shop Small / Local”.
- IX. **Other Business:** (Winston) Elm Street Meeting – December 4, 2018 – 6pm

**Next Meeting:** Tuesday, December 12, 2017 – 8am - BID Office Conference Room.

**FYI:** *The offices of the West Chester BID and the Greater West Chester Chamber will relocate to 137 N. High St. before the end of the year. The space includes a more accessible, 1<sup>st</sup> floor, conference room that will better accommodate Board and Committee meetings.*

## **West Chester BID Meeting Schedule – 2018**

The West Chester BID has the following Board and committee meetings in place for 2018. All meetings occur at the BID Office: 137 N. High St. (New Address) at 8am, and are open to the public.

**Board of Directors:** Meets 2nd Tuesday of the month; 8:00am

**Advocacy & Design Committee:**

Meets 4th Friday of the month; 8:00 am, except November 23 moved to November 16, and December 28 moved to December 21.

**Customer Attraction Committee:**

Meets 3rd Thursday of the month; 8:00 am.

**Business Attraction Committee:**

Meets 1st Tuesday of the month; 8:00 am.

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

Malcolm Johnstone, Executive Director | November 9 – December 7, 2017

### **The BID move**

The last BID Board meeting at 119 N High St is this December. Beginning January 1, 2018, the offices for BID/Chamber/Fig will be located at 137 N High St (old Fox Chase). All future BID meetings will occur there. The structure is fully ADA. You will find the well-appointed board room located on the main floor to be larger, airy, and lit with both natural and artificial light. We look forward to sharing many happy and productive meetings with you at the new BID home.

### **Design Committee rolling into Advocacy Committee**

Due to the changing nature of the priorities of the BID activities, the Design Committee will henceforth be part of the Advocacy Committee which will continue to meet on the fourth Friday of the month at 8am, except November 23, moved to November 16 and December 28 moved to December 21, 2018.

### **Elm Street Meeting**

The West Chester BID participated in an Elm Street meeting at the Melton Center on December 4 to discuss the possibility of reviving the neighborhood revitalization that took place 2005-2010. There seemed to be lots of interest in moving Elms Street to the next level. Future steps will be to convene a task force that will work from the existing plan to review of the goals, map area, etc. We will then have another larger community meeting again to discuss what the smaller group analyzed.

As you know, Elm Street is a state program started by the BID to assist the southeast neighborhood in its community revitalization goals. In the first round, the BID was able to attract \$600,000 to the neighborhood in public improvements.

### **Board training**

Imogen Wirth-Granlund, who has recently joined Pennsylvania Downtown Center as Field Services Coordinator, is prepared to fulfill our Year Three Assessment recommendation of having a Main Street Refresh orientation and organization training for new Board members, new Borough Council members, and others invited by the BID. She proposes a hybrid session to cover both of these topics in one site visit since the Refresh is also recommended for the new Board and Borough Council members, etc. It makes sense to present the Refresh concept to the entire group and, after a short break, conduct a separate module specifically for the new Board and Borough Council members. This will take place in March during the time the regular Board meeting takes place, so please note this in your calendar.

### **Restaurant meeting**

Thank you to Adam Wetzel for organizing a meeting with the restaurant community where more than a dozen restaurants were represented. It was held at the Chester County Historical Society on November 16. There was a great discussion where several ideas were shared. In January, there will be another meeting to create an enhanced marketing and events plan with partners such as the West Chester Parks & Recreation and Chester County Conference and Visitors Bureau.

**West Chester Business Improvement District**

	<b>2018 Budget (Draft)</b>
<b>Income</b>	
BID Prop. Asmt.- Late fee	900
BID Property Assessment	309,700
Borough of West Chester In Lieu	85,000
Donations	0
Earned Interest	140
<b>GRANTS</b>	0
PA DCED Grant	0
PDC	0
<b>Total GRANTS</b>	0
Misc. Income	0
WCDF Program Income	15,000
<b>Total Income</b>	<b>410,740</b>
<b>Expense</b>	
<b>BID OFFICE OPERATIONS</b>	
Bank Fees / Overdraft Charges	
Interest - Loan Acct	0
<b>Total Bank Fees / Overdraft Charges</b>	0
Accounting/Audit	7,200
Bookeeping Expense	4,200
Depreciation Expense	0
Donations	100
Downtown Welcome Center	0
Exec. Dir. - Entertainment Exp.	800
Exec. Dir. - Travel Expenses	2,200
Exec. Dir. Consulting Exp.	75
Legal Fees / Assessment Coll.	1,500
Insurance	
Administrator - Workers Comp.	1,950
Insurance - D&O	2,500
<b>Total Insurance</b>	<b>4,450</b>
Memberships / Subscriptions	
CLASSIC TOWNS - DVRPC	2,500
Memberships / Subscriptions - Other	2,500
<b>Total Memberships / Subscriptions</b>	<b>5,000</b>
Office Equip. Maint./Repair	2,050
Office Equipment Lease	1,730
Office Supplies	2,050
Parking Validation	2,050
Postage	510
Printing	510
Rent	24,670
Train. & Dev. / Conf.	3,075
Travel & Mileage	510
Utilities	3,880
Website / Computer/ Phone	3,940

**West Chester Business Improvement District**

	<b>2018 Budget (Draft)</b>
<b>Total BID OFFICE OPERATIONS</b>	<b>70,500</b>
<b>BID PROJECTS</b>	
<b>ADVOCACY</b>	
Director Salary & Benefits	
Director- Health Insurance Ben.	25,000
Director - Life Insurance Ben.	330
Director Pension Costs	1,685
Director Salary	87,800
Total Director Salary & Benefits	114,815
Facade Enhancement	0
Clean & Green	
Flower Beautification	10,100
Sidewalk Cleaning	4,000
<b>Total ADVOCACY</b>	<b>128,915</b>
<b>ECONOMIC RESTRUCTURING</b>	
Business Attraction	2,000
Economic Restructuring - Other	0
<b>Total ECONOMIC RESTRUCTURING</b>	<b>2,000</b>
<b>MARKETING</b>	
Convention Center Visitors Guid	300
HOTEL Marketing Programs	120
<b>MARKETING BROCHURES</b>	
<b>WC DOWNTOWN GUIDE</b>	
CTM BROCHURE DISTRIBUTION	14,000
BROCHURE REDESIGN	5,000
<b>Total WC DOWNTOWN GUIDE</b>	<b>19,000</b>
MARKETING BROCHURES - Other	0
<b>Total MARKETING BROCHURES</b>	<b>19,000</b>
<b>MARKETING OUTREACH</b>	
DMO Incentive	85
Social Media Advertising	7,475
MARKETING OUTREACH - Other	0
<b>Total MARKETING OUTREACH</b>	<b>7,560</b>
<b>PRINT MEDIA</b>	
B'WINE VALLEY/CHESTER CTY GUIDE	
COUNTY LINES MAGAZINE	6,000
CVB Visitors Guide	0
FIG - WEST CHESTER	10,000
Bride Guide	0
Clydesdale Event	4,500
Preservation Magazine	0
W. C. PARKS & RECREATION GUIDES	750
Print/Design/Photo MEDIA	1,000
<b>Total PRINT MEDIA</b>	<b>22,250</b>
TV - Brandywine Visitors Chan.	4,950
Branding Video - Scarborough Fair	0
<b>Total RADIO/TV/VIDEO</b>	<b>4,950</b>

<b>West Chester Business Improvement District</b>	
	<b>2018 Budget (Draft)</b>
<b>SPONSORSHIPS</b>	
Sidewalk Sale	1,000
Uptown	5,000
West Chester Film Festival	5,000
WC Press Fashion Issue	2,000
HISTORY/PRESERVATION MONTH	5,000
SWINGIN' SUMMER THURSDAY	4,400
<b>Total SPONSORSHIPS</b>	<b>22,400</b>
<b>WC CHAMBER OF COMMERCE</b>	
GALLERY WALK SPONSORSHIP	3,000
Iron Hill Bike Race Sponsorship	2,500
OLD FASHION CHRISTMAS	2,500
<b>Total WC CHAMBER OF COMMERCE</b>	<b>8,000</b>
<b>WEBSITE</b>	
Website Redesign	0
WEBSITE ENHANCEMENTS/SEO	4,135
<b>Total WEBSITE</b>	<b>4,135</b>
<b>Total MARKETING</b>	<b>88,715</b>
<b>Total BID PROJECTS</b>	<b>219,630</b>
<b>PERSONNEL</b>	
Payroll Expenses	1,810
BID Employer Taxes	15,800
Com. Specialist pension	350
Communication Specialist	39,000
Employee - Health Insurance Ben	15,000
Exec. Dir. - HSA contribution	3,000
Office Manager Pension Costs	900
Office Manager Salary	44,750
<b>Total PERSONNEL</b>	<b>120,610</b>
<b>Total Expense</b>	<b>410,740</b>
<b>Under/(Over) Budget</b>	<b>0</b>



**Maulo & Company, Ltd.**

*Certified Public Accountants*

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West Chester, PA 19382-3224

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December 4, 2017

Board of Directors  
West Chester Business Improvement District  
119 North High Street  
West Chester, PA 19380

Directors,

We would like to present our proposal for the accounting engagement for the West Chester Business Improvement District for the year ended December 31, 2017, including the financial audit.

Financial Audit and GASB 34 Presentation  
Preparation of DCED Municipal Authority report      \$ 6,700

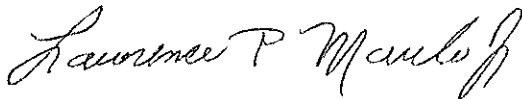
The timeline for the audit work and report presentations are:

Planning and preliminary work	January 2018
Fieldwork	March 2018
Draft report to the Board	April 2018 Board Meeting

We thank you for the opportunity to work with you and the BID. If there are any questions, please don't hesitate to give us a call.

Sincerely,

MAULO & COMPANY, LTD.



Lawrence P. Maulo, Jr., CPA  
President

**West Chester Business Improvement District  
Advocacy Meeting  
November 17, 2017 | 8am  
Minutes**

Attendance: Fred Gusz, Dave Sweet, Jimmy Jefferis, Christopher Blakely. Staff: Malcolm Johnstone

**Minutes**

Minutes of October 27, 2017 were reviewed and accepted.

**Public safety presentation opportunity**

Chief Scott Bohn had advised Malcolm that the Governor's Office of Homeland Security, together with the U.S. Department of Homeland Security, FBI, U.S. Secret Service, Pennsylvania State Police and Upper Merion Township Police Department, was providing managers and security personnel training on security and situational awareness during the upcoming holiday season on Thursday, November 16, at King of Prussia Mall. Law enforcement presenters provided a review of active shooter protocols, response to lone wolf attacks, counterfeit currency, credit card fraud and reporting suspicious activity. Malcolm considered the presentations to be relevant to the needs of downtown businesses and it was agreed to ask the West Chester Police Department to schedule a training in West Chester in February.

**2018 meeting dates**

The meeting dates for Advocacy Committee meetings will match 2017.

**Borough parking discussion**

Discussion points from Desman Group to the Borough concerning parking were distributed.

**Moving Design Committee into Advocacy**

It was agreed by the committee that moving the Design Committee into Advocacy would be more efficient since the Borough has created a Public Arts Committee that can consider certain downtown items such as the banner program.

**WEST CHESTER BID**  
**Business Attraction Committee**  
**MINUTES**  
**December 5, 2017 | 8am**

Present: Tom Walsh, Holly Brown, Christopher Blakely, and Lani Frank.  
BID Staff: Malcolm Johnstone

**Minutes**

No Minutes.

**Downtown development projects**

Holly advised the group that the plaza development project at the corner of Gay & Church was making its way through the approval process at the Borough. It was hoped that demolition would begin in the spring of 2018. Malcolm indicated that the Zukin family was getting ready to move forward to come to a final agreement for the hotel at Gay & Walnut.

**Business attraction action plan**

Tom would like to see more action planning for attracting businesses to West Chester. Holly is planning on visiting businesses that would be a good fit for downtown. Chris had previously provided an information sheet outlining the attractive business climate in downtown (see attached). It was suggested that having such an *Attracting the Entrepreneur* campaign would include:

- a landing page;
- links that “tell the story of West Chester”;
- a “Retail Fair”;
- social media platforms and Fig;
- a list of successful retailers willing to act as ambassadors;
- participation with a possible Chester County CCI get-together.

**Antique Mall concept**

There was discussion of creating a downtown Antique Mall at 117 W Gay St: “Gay Street Commons”.

**Our Bus**

Malcolm will be meeting with representatives of the bus line *Our Bus* which is seeking to have a stop in West Chester to NYC/NYC to West Chester. This could be a catalyst business for downtown with possible packages for travelers.

**Annual numbers**

Retail: 6 opened/3 closed, net of 3; Restaurant: 11 opened/6 closed, net of 5.

The West Chester Business Improvement District offers an attractive environment for businesses of all types. We can work with you to find a suitable site and provide you with initial marketing and community support.

We offer:

- A highly educated labor pool and a strong university environment provided by West Chester University.
- Employers and employees will enjoy the quality of life, recreational opportunities, and educational opportunities.
- Downtown amenities, such as shopping and restaurants, provide a hospitable environment.
- Assistance in marketing and business funding opportunities as well as contact information for regulatory agencies.
- Proximity to the fifth largest market area in the US.
- A stable and business-friendly environment.
- An urban location with the potential to attract and retain strong talent.
- Proximity to Philadelphia International airport, within approx. 45 minutes.
- Proximity to major highways and arterial roads.
- Access to mass transit bus routes and nearby train stations.
- A stable, business-friendly environment and tax structure.

We welcome the opportunity to engage with you and encourage you to consider locating in our award winning community, which includes the Great American Main Street Award and Distinctive Destination recognition.

Contact:

Malcolm Johnstone, Executive Director  
West Chester BID  
119 North High St  
West Chester PA 19380  
610-738-3350  
mjohnstone@wcbid.com  
www.DowntownWestChester.com

**DOWNTOWN BUSINESS ALMANAC**  
**West Chester Business Improvement District**  
**December 5, 2017**

Total Number of Businesses: 563  
Number of restaurants: 84 (14%)  
Number of Retail: 73 (14%)  
Number of Professional Services: 424 (72%)

**Now Open**

**Retail: 1**

La Chic: 14 W Gay

**Restaurant: 0**

**Retail Service: 0**

**Office/professional service: 2**

Bailey & Ehrenberg: 120 North Church Street, Suite 206  
Testo Solutions USA: 2 W Market, 3rd & 4th Flrs

**Opening Soon: 4**

Tavolo Andiaro: 106 W Gay  
Thrifty Vintage: 14 N Church St  
HomeBridge Financial Services: 17 W Gay St  
(Pet Store): 13 S Church

**Closed/Moved: 2**

Elite Sports: 8 East Gay St  
United Way of Chester County: 211 N Walnut St

**Business changes within the BID: 0**

**Notes:**

**West Chester BID Customer Marketing Committee**  
**West Chester BID Office**  
**November 16, 2017**

**Present:** E. Alfree, H. Brown, T. Cilia, T. Crisp, K. Cavin, S. Gabor, M. Manning, C. Meadows, S. Riper, P. Zobel – BID Staff: E. McGuire, E. Steinman; (M. Johnstone, Not Present)

**Marketing Budget/Plan 2018 (November 2017) Draft Distributed.**

Malcolm was not present at today's meeting, but provided the following information, for the Committee's consideration:

*Considering the engagement of the downtown retail community about the Christmas shopping season promotional efforts, I would like to see consideration be given to a Downtown West Chester Shopping guide for 2018. It would roll out on First Friday of November and include a map and listing of all downtown retailers, etc. I suggest a small task force be convened, early next year, for a hand-full of meetings, to determine the details of the Guide and have it finalized by Aug. 1, for launching Nov. 1.*

Committee made the following changes to the 2018 Budget / Plan:

- West Chester Film Festival - \$5,000 – Revised Budget: \$0
- Chester County CVB Guide - \$1,400 – Revised Budget: \$0
- Brandywine Visitor Channel – Video Program / TV - \$4,950 – TBD
- History Day / Preservation Month - \$5,000 – Budgeted Amount TBD
- \*Create “Holiday Campaign” Line Item

**Updates:**

**Banner Program** – Installations along High Street anticipated for early Spring 2018.

**Kahn Development** – Kahn and his attorney are working with the Borough to finalize details. Demolition/Construction likely to begin in early 2018.

**Zukin Hotel** – Issue concerning student housing being located in close proximity (Spence Building) to the hotel.

**Swingin' Summer Thursdays** – Parks & Recreation willing to work with BID and the downtown restaurant community to develop a *Dining Under the Stars* type of event that would replace SST. Malcolm will gather input at the meeting with the restaurant owners, and update Parks & Recreation by Nov. 17<sup>th</sup>.

**Retail Business Openings / Closings:** Welcome La Chic Boutique (Alysha Martinelli), “a contemporary, chic and trendy women's boutique”, now open at 14 West Gay St.

Ruby Slippers Boutique, and Great Craft Works anticipated to close at the end of 2017.

**Restaurant Meeting:** Adam Wetzel has organized a meeting with the downtown restaurant group for Thurs., Nov. 16<sup>th</sup> at CCHS.

**Discussion:**

**Fig West Chester:** Better align timing of issues' release with of holidays, retail promotions. Themes too general- “Christmas / Holiday”, not “Winter”. Consider ads in Fig Lancaster “Day Tripper” section.

## **Downtown Events & Promotions:**

November / December Holiday:

-*Shop Small West Chester* – November 23<sup>rd</sup> – 26<sup>th</sup>

BID / Chamber collaborating to promote through social media/boost, window / garage signage, street banner, giveaways, **(3) ads in Daily Local**, landing page at DowntownWestChester.com. Suggestion: “Shop Small / Holiday” bags to signal free metered parking.

-First Friday – December 1<sup>st</sup> – West Chester Christmas Parade

## **Social Media & Website Analytics** – (Steinman) *Report Distributed*

Shop Small West Chester Promotion (\*Halfway Through!) Boost: \$600

Total Reach – 56,599 (\$18,717 Organic / \$37,882 Paid), Total Engagement – 4,571

Relevance Score: **9** (1 - 10) *When the relevance score is high, it is more likely than other ads to be shown to the target audience.*

**Next Meeting: The December 2017 Marketing Committee Meeting is Canceled.**