

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

February 10, 2015

Agenda

BID Office – 119 N. High Street

- I. Introductions & Public Comment (Brown)
- II. Approval of January Minutes (Brown)
- III. Comments of Chair (Brown)
-Leadership Forum
- IV. Executive Director Report (Johnstone)
-Annual Report (Discussion)
- V. WCDF (Wileczek)
- VI. Treasurer & Finance – (Blakely)
(Reports to be distributed at meeting)
-Consideration of outstanding BID Assessments and Fees
- VII. Committee Reports:
 - a. Advocacy (Gusz)
 - b. Business Attraction (May/Walsh)
 - c. Design (Ott)
 - d. Marketing / Customer Attraction (Meadows)
- VIII. Other Business:

Next Meeting: Tuesday, March 10, 2015 – 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
January 13, 2015**

Present Board: H. Brown, F. Gusz, R. May, L. Nelson, R. Ott, B. Scott, T. Walsh,
A. Wetzel, K. Wileczek, M. Yoder
Absent Board: C. Blakely
Board Other: Pending WC BID Appointments: C. Meadows, S. Riper (Present);
M. Reese (Absent) County Rep. (TBD)
BID Staff: M. Johnstone, E. McGuire; and Dan Price – *4 Points Development*
Present Other: Suzanne Adams – West Chester Food Co-op

I. Introductions & Public Comment:

Suzanne Adams was introduced and she provided an update on the activities of the co-op, including their receipt of a preliminary proposal from a location consultant, the results of the community survey, and confirmation of their March 15th community meeting.

II. Approval of December Minutes:

Motion to approve December Minutes:

Motion Passed: (Gusz / Yoder)

III. Comments of Chair: (Brown)

West Chester Business Alliance will present to Borough Council a petition with more than eight-hundred digital signatures in support of E. Kahn's plans for the Mosteller development. B. Scott will add to the Jan. Smart Growth agenda interviews for C. Meadows and S. Riper. (Mike Reese has interviewed and is currently awaiting a decision from Borough Council)

Motion to approve a letter to Terence Farrell, requesting a replacement for Ryan Costello's seat on the BID Board of Directors.

Motion passed: (Walsh / Gusz)

IV. Executive Director Report: (Johnstone) See Report

The West Chester BID was approved to continue to receive from the Borough, an allotment of \$85,000 for 2015. Borough Council directed the West Chester Redevelopment Authority to consider what type of pro forma would work for the acquisition of the Post Office. The PA Chapter of the American Planning Assoc. (PA-APA) recognized West Chester as being one of the Great Neighborhoods and Public Spaces for 2014, through its Great Places in Pennsylvania Program. Visitor traffic to DowntownWestChester.com increased by 21% during 2014. The lease for the BID, Chamber offices will end on 12-31-15 -- Dan is exploring options for new office space. Suzanne Adams has agreed to chair the Citizens Ad Hoc Committee for the Reauthorization of the WC BID.

WCDF: (Wileczek) Approved to receive funds from the West Chester Civic Association. Planning for the 2015 Up on the Roof is underway.

Motion to approve Roy Smith and Deb Sparre for appointment to the West Chester Downtown Foundation Board of Directors.

Motion passed: (Ott / Walsh)

V. Treasurer & Finance: See Reports

Month-End Bank Balance: \$79,533; Year-End Surplus: \$469

Motion to accept Letter of Engagement from Maulo & Company to conduct the West Chester BID's 2014 audit, at a cost of \$6,700.

Motion passed: (Nelson / Wileczek)

Moyers - 2014 Assessment: Paid assessment, as well as associated late and legal fees for one parcel, and the assessment and late fees on his second parcel. Mr. Moyers has asked that the BID waive the \$300 legal fee on the second parcel.

Motion to waive the \$300 legal fee associated with the 2014 Municipal Claim filed against Parcel#01-09-0075-0000 / 140 West Gay Street., with a friendly motion (Nelson) to authorize Unruh, Turner, Burke and Frees to move forward with lifting the lien.

Motion passed: (May / Walsh)

VI. Committee Reports:

a. Advocacy: (Gusz) See Committee Report

Copies of the most recent draft of the Comprehensive Plan were distributed to the committee and discussed. The draft of the annual goals will be expanded to include links to each of the projects/ programs currently in place. The Advocacy Committee agreed that the BID is open to providing support to the Borough's Committee to Reestablish Rail Service to West Chester, if requested. Borough Council has agreed to have the Redevelopment Authority put together a plan that will work for conveying the Post Office to the Borough. Hearing date for the Mosteller development is scheduled for Jan. 22nd, 6pm, Borough Hall.

b. Business Attraction: (May/Walsh) See Reports & Almanac

Dan, Malcolm & Mark met with Tom Myles (F&M Building owner) to discuss the possibility of purchasing the Swope Building. Tom plans to begin construction of the hotel at the F&M location by late 2015.

c. Design: (Ott) No Meeting/No Updates

d. Marketing: (Johnstone) See Report

The Customer Marketing Budget and the Customer Marketing plan will be more in sync to ensure accurate tracking in QuickBooks.

VI. Other Business / Comments:

The Uptown Entertainment Alliance's Sock Hop Dance Party will take place on Jan. 31, 2015 at the Ballroom at Westside.

Next Meeting: Tues., February 10, 2015 – 8am – WC BID Conf. Rm.

**West Chester Business Improvement District
Advocacy Meeting
January 23, 2015
Minutes**

In Attendance: Fred Gusz, Chair; Bruce Cavin, David Mozzocco, A. Roy Smith, Jim Jefferis, Dick Yoder, Holly Brown. Staff: Malcolm Johnstone, Dan Price.

The previous meeting minutes were reviewed and approved.

Comprehensive Plan

Copies of the new draft was distributed and discussed. The following recommendations were made for the “Downtown and Economic Development Plan” section starting at page 31.

- First paragraph: BID is funded on an assessment on **property owners**. Add: **Re-authorization and continued support of the BID is recommended.**
- Concerning the expanded corridor option, expansion of the Retail Overview District may be a useful tool.
- The Post Office Building on Walnut and Gay Sts. is for sale and will likely be **adapted for a co-op. Every effort to retain the current location of the postal services. The Postal Service will place preservation covenants on the building before it is sold. The Borough should take an active role in the preservation and re-use of the building.**
- **Utilize the International Building Code for historic upper-floors.**
- The Armory/Theater project discussion should be brought up-to-date. Check with the principals.
- Clarify the sentence regarding “additional bus stops.”
- Delete sentence starting: **Smart phone technology. . .** (it’s done)
- Page 37: Delete sentence starting: **Highly modern designs. . .**

Rail Service to West Chester

While it may be some time before the Borough’s Committee to Reestablish Rail Service to West Chester comes to fruition, it was agreed that efforts to establish a public/private shuttle service synchronized with the Great Valley Flyer has possibilities. The BID will work with Jim Wiley to explore this further.

Plaza Development

The E. Kahn Development Corporation is currently in the process of gaining conditional use for a 75-foot mixed-use commercial structure at the southeast corner of Gay & Church Streets. This

process must be completed before the proposed plaza development is considered which calls for 45,000 square feet of retail space on the ground floor and office space on the upper levels along with a public plaza at the corner. The next hearing date for the Mosteller development is February 10, 2015, 6:00pm, at Borough Hall.

BLUER

A pilot project directed at composting commercial food waste that included Three Lil Pigs, Roots Café, and Landmark Americana netted 45-tons of compostable waste.

Clean & Green

Fred has begun the process of getting certain repairs completed to flower beds within a reasonable cost.

Minutes
Business Attraction Committee
West Chester Business Improvement District
February 3, 2015

In attendance: Tom Walsh, Chris Blakely, Fred Gusz, Greg Radford, Holly Brown, Richard May, Ray Ott, Nicole Lyddane (Swope-Lees Realty)

Staff: Daniel Price

Minutes: Approved by Fred Gusz (second by Chris Blakely)

Visitor Center: Dan gave an update about his work over the past month with Malcolm and Mark about relocating the office to the Swope building and turning it into a visitor center. They have found tenants for the second floor that will make the rent at a decent price for a possible property owner who would be willing to make improvements. This would also free up the basement space for a conference room and storage. Dan is working with the potential buyer and his Realtor to move this process along. The next step will be for the potential buyer to put in an offer. Tom ask Dan to get back to him on when the BID & Chamber must give notice in their current lease.

Bridal Shop: Dan has meet with Deborah Collins, owner of *The Dress Matters* in Media that has formal wear for women. He will be walking her through town to two possible locations that would be a good fit.

Post Office: Ray Ott gave an update on his meeting with the Redevelopment Authority and their meeting with Chester County EDC and other borough officials. The RDA plans to speak to the smart growth committee next week to confirm that the borough wishes to move forward with this as a possibility. If there is still interest, the borough hopes to be able to inspect the building. There is also hope that at a minimum, they can receive a right of first refusal if it were to go to sale.

Development:

-Mosteller: The CBA has obtained an attorney to represent their desires to move forward with this project. In addition to that, all former mayors have written a letter of support for the project. Senator Andy Dinniman plans to write a letter of support as well.

-F&M: The proposal is awaiting HARB review of the top of the building. Ray Ott requested we look into how they are getting around parking requirements while changing the use of the building.

-Zukin: Dan spoke with Stan who informed him that he will be presenting his renderings to council. The committee wasn't sure if he was allowed to do that legally with a full council and because it is currently in the legal process.

-McCool: Holly spoke to Andy McCool who said they are over 50% full for the apartments and have at least two tenants for the commercial portion of the building.

Program Manager Report (see attached report): Out of the 7 available store fronts, two possibly will be confirmed to have businesses within the next month. That does not include the Swope building, which also has strong potential as previously discussed in the meeting.

Business Almanac (see attached report): LaBaguette Magique plans to open in two weeks. Dan and Malcolm have worked hard to assist this business and are very excited.

Theater: Several upcoming events will be taking place in town.

Other: There was discussion on Dan's involvement on new businesses and at what level. Dan discussed his process and that each business here has a unique story and different levels of involvement. He plans to present his store front analysis to council in February.

Meeting adjourned at 9:15 (First by Fred Gusz, second by Chris Blakely)

Business Attraction: Program Manager's Report: February 2015

Retail Space: 7

Gay: 2

- 127 West (Laurentos)
 - Recent Action: Attempting to work with the property owner through mutual friends
 - Strengths: Large building centrally located on Gay Street.
 - Weaknesses: Property owner has shown limited interest in renting the facility
- 6 East (Main Line Men's)
 - Recent Action: Dan has met with the new property owners and Realtors. The building was sold and allegedly has LOI for each floor. Business unknown.
 - Strengths: A lot of window space in one of the best locations in town.
 - Weaknesses: Has remained vacant for some time and will need work to repair

Market: 3

- 16 East (First Niagara)
 - Recent Action: Referred property to Congressman Costello's office. Realtor close to other prospects.
 - Strengths: Professional space with the potential for retail on a light retail block.
 - Weaknesses: Substantial renovations will need to be made if converted to a retail space.
- 22 East
 - Recent Action: Recently sold. Property owner has a potential tenant lined up.
 - Strengths: Size and build has strong retail potential
 - Weakness: Currently no other retail around the property
- 124 West Market
 - Recent Action: Spoke with the realtor and have a potential business lined up that I've met with. They are currently cleaning the property and will reach out to me in a few weeks for a walk through with the business.
 - Strengths: Great location and professional space
 - Weakness: That side of the block is light on retail, but is heavy on the opposite side of the street

High: 1

- 1 South (Swope Building)
 - Recent Action: Exploring potential of visitor center.
 - Strengths: Beautiful building at the town's second biggest intersection
 - Weaknesses: Past potential buyers and tenants have been reluctant of the price

Church Street: 1

- 20-22 North:
 - Recent Action: Currently exploring the possibility of new buyer
 - Strengths: Large building that is completely empty and will be across from new development
 - Weaknesses: Major renovations will need to be done in order to make retail/restaurant

Office Space: 8

220 West Gay

10 North Church

120 North Church: working on potential tenant from a BID business relocation

15 West Gay

121 North Walnut

17 W. Miner/Wilmont Mews: Working on a potential tenant from BID business relocation

Market and Darlington NE Corner building

7 West Gay (Above Iron Hill)

13 East Gay

Downtown Business Almanac
West Chester Business Improvement District
February 2015

Total Number of Businesses: 528
Number of restaurants: 75 (13%)
Number of Retail: 83 (15%)
Number of Professional Services: 375 (72%)

Now Open

Retail/Restaurant: 0

Office: 0

Opening Soon: 10

La Baguette Magique: 202 West Market (February 17, 2015)
Lorenzo & Sons pizzeria: 27 North High (May 2015)
Cozy Kabob: 38 East Market (2015)
The Master's Baker: 319 West Gay (Former Beans): (May 2015)
Mediterranean Bakery: 154 W. Gay Street (2015)
Stifel Investments: 15 East Gay (2015)
RapidDough: 30 South High (2015)
Refinery Salon: 121 West Market Street (2015)
West Chester Food Market: 117 West Gay: (2015)
Riggstown Roasters: 21 South High (2015)
Ugly Mutt: 30 North Church (2015)

Closed Business: 0

Planned Business changes within the BID: 7

Noodi Thai is changing it's name to "Tsunami" a Japanese/Thai café concept
Susquehanna Bank is changing it's name to BT&T Bank
Hotel Warner expanding into former location of Salon Ooh La La
Main Line Men's Clothing to expand into 131 West Market
Salon Ooh La La moving to 133 North Church Street (TBD)
Baco Taco expanding to adjacent property (8 West Gay Street)
Carlinos is proposing to open a wine bar at their market: (TBD)

Recently moved or potential relocation of business: 0

West Chester Business Improvement District
Design Meeting
February 6, 2015

MINUTES

In attendance: Fred Gusz
Staff: Malcolm Johnstone, Daniel Price.

Discussion centered on the banner program. The Board will have to consider an action plan as part of the development of the 5 Year Plan that will include an ongoing and incremental banner program and/or hanging planters.

The primary concern is who should be responsible for the costs of replacing 200 banners. The Borough had initially paid for the program through the wayfinding program, and it was a one-time capital expenditure. The program should be considered a recurring annual project since banners need to be replaced about every five years. It was agreed that there should be discussion with the Borough and WCDF for partnerships.

Next meeting: March 6, 2015

West Chester BID Customer Marketing Committee

January 15, 2015 | 8am | West Chester BID Conf. Rm.

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

2015 West Chester BID Marketing Program: 2015 (Distribute at February Meeting)

FaceBook Analytics for Downtown West Chester, PA 2014 (Distributed)

Posts: 278; Cumulative Reach: 187,945; Average Reach: 723; Engagement: 8% (Average)

Feb.1st Friday (& Valentines' Day (Sat., Feb. 14) – Retail / Restaurant Advertising / Promotions (Malcolm) – Begin daily Face Book boosts Monday before Valentine's Day. Include details for Feb. 22nd Bride Guide event at CCHS. (Elizabeth) to send e-mail to the downtown retail/ restaurant community to find out which businesses will be open and if they have anything special planned (drink/dinner specials, sales, promotions, music, etc.) Malcolm was contacted by a florist asking about businesses that might be interested in partnering on a pop-up flower shop during the first two weeks in Feb.

Brandywine Initiative (Update) Malcolm met with staff from Longwood Gardens and the Chester Co. CVB to discuss possible partnerships. While they were not interested in establishing an aggressive (2015) campaign, they do envision the Brandywine Initiative as an evolving program.

VisitPhilly.com – Malcolm presented the opportunity to participate in an eight-way shared, one-page ad on Visit Philly's (110,000) opt-in site. Shared participation would reduce individual cost to \$400.

Next Meeting: Thursday, February 19, 2015 – 8am – BID Office Conf. Rm.