

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

February 9, 2016

Agenda

BID Office – 119 N. High Street

- I. Introductions & Public Comment (Brown)
- II. Approval of January Minutes (Brown)
- III. Comments of Chair (Brown)
 - PDC Assessment Report
 - Post Office Update
- IV. Executive Director Report (Brown)
- V. Treasurer & Finance (No Report)
- VI. Borough Updates (Norley)
- VII. WCDF (Wileczek)
- VIII. Committee Reports:
 - Advocacy (Gusz)
 - Business Attraction (May/Walsh)
 - Customer Attraction (Riper)
 - Design (Ott)

Next Meeting: Tuesday, March 8, 2016 – 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING**

January 12, 2016

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

I. Introductions & Public Comment:

Elle Steinman, Communications Specialist for the BID, was introduced.

II. Approval of December Minutes:

Motion to approve December Minutes:

Motion Passed: (Riper / Walsh)

III. Comments of Chair: (Brown)

The BID's 2016 Goals will be included in the feedback report to the PDC. Any additional comments or responses from Board members must be received by Malcolm by the end of January if they are to be included in the report.

Goals for 2016 Include: Establish Clean & Green committee to expand downtown cleanup efforts. Advocacy Committee will work with the Borough to communicate to business and property owners the need to satisfy their obligations and comply with borough ordinances. Invite 2-3 retailers to comment at opening of monthly BID Board meetings.

Appointment of BID Board Officers:

Motion to reappoint Holly Brown to Chair

Motion Passed: (Riper / Walsh)

Motion to appoint Sandy Riper to Co-Chair

Motion Passed: (Ott / Gusz)

Motion to reappoint Kathy Wileczek to Secretary

Motion Passed: (Gusz / May)

Motion to reappoint Chris Blakely to Treasurer

Motion Passed: (Nelson / Walsh)

IV. Executive Director Report: *See Report*

At the recommendation of the Business Attraction Committee, Malcolm will attend a DVRPC training session in NJ on Feb. 9th. Contractor vehicles parking on Church Street- in particular, the block between Gay/Market Streets, continues to present a problem. Property owners should direct commuter (non-construction) vehicles to parking lot 10 in order to free-up spaces for customers. The Borough's attorney will be consulted to determine if it would be permissible to include this information as part of the building application process. As a thank you for their efforts during the reauthorization process, the BID presented Suzanne Adams and Steve Pitcherella with gift cards.

Borough Updates: Jordan Norley, Borough Liaison to the BID, has requested that *Borough Updates* be included as a regular agenda item for monthly board meetings.

-Zukin Project – Legal issues are resolved.

-Vacant lot across from Borough Hall is currently under contract for a gas station.

-First Block – Community Conversations will begin again in February.

-Hookah Matata (27 W. Gay St.) – Public safety concerns are being addressed by the Borough.

-Wyeth Property – Second appeal has been denied. The case will now move to the PA Supreme Court.

V. **Treasurer & Finance:** No report on the year-end budget.

VI. **WCDF (Wileczek)**

Motion to accept slate of nominations and reappointments, as listed, to the WCDF Board of Directors.

Motion Passed: (Nelson / Walsh)

Up on the Roof – Meeting at CCCF tonight to add notes to sponsorship solicitation letters.

VII. **Committee Reports:**

Advocacy: (Gusz) *See Report* Committee recommends to the Board that an advisement be made to Borough Council to delay consideration to: Close Prescott Alley to vehicular traffic, allow food trucks downtown, and cap the number of built dining platforms per block. Holly brought up a concern about on-street parking. Advocacy will address this issue.

Business Attraction: (Walsh) *See Report and Business Almanac* Will provide details of properties for sale/lease within the BID.

Design: (Committee did not meet in Dec.)

Marketing: (Riper) Templates for new banners will be reviewed at the January meeting. Discussing ideas for events that combine the interests of the retail and restaurant groups.

VIII. **Adjournment:** Meeting adjourned 9:30 am.

Next Meeting: Tuesday, February 19, 2016 – 8am – BID Office

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | January 9 – February 5, 2016

Where's Malcolm?

A reminder I will not be at the Board meeting due to the desire of the Board that I should attend a business attraction training session in Allentown, NJ taking place at the same time.

Post Office

The United States Postal service has advised the consulting parties in West Chester that it is now prepared to transfer the downtown Post Office out of federal ownership with the completion of the Section 106 process. See letter on next page.

Smart Methods for Achieving Advanced Retrofit for Small Businesses

The Delaware Valley Regional Planning Commission (DVRPC) is working with a consortium on *Smart Methods for Achieving Advanced Retrofit for Small Businesses*. In other words, helping small businesses find ways to become more energy efficient. As such, they have reached out to West Chester as potential partner for this program. This project is a partnership with the University of Pennsylvania (UPenn), PECO, and DVRPC – among other regional partners - to achieve the objective: to target select small businesses within the Classic Towns program for energy efficiency retrofits. These businesses include nail salons, restaurants, and small grocery stores in particular. Each business that participates will receive a free training and a “remote” audit of their business that identifies a suite of energy conservation measures (ECMs) that are eligible for rebate through PECO Smart Ideas incentive program. Businesses are not required to participate, put money upfront, or to adopt ECMs. The energy conservation measures developed for each business will likely have a one-year payback post PECO Smart Ideas rebates.

For this project, I met with the Borough's new Sustainability Advisory Committee on January 28 to see if they would provide a commitment of interest. The committee agreed to work with the BID on this project. The BID Advocacy Committee will be the BID's advisory committee on this project. This opportunity is only offered to DVRPC Classic Towns of which West Chester is a part. If DVRPC is granted the funding for this project, the BID will know in September.

Church Street

I was advised that Church Street will need to be closed for PECO construction as well as installation of the HVAC systems on the roof of the DNB building. Rather than close Church Street twice, the Borough has arranged for both the construction projects to take place at the same time. The date for closing Church Street to traffic is Tuesday, February 16 (the day after Presidents Day). While every street closure is disruptive, it is felt that this closure will have the lowest negative impact of any available date. I am actively working with the Borough to keep the affected businesses advised.

West Chester Business Improvement District
Advocacy Meeting
December 18, 2015 | 8am
Minutes

In Attendance: Fred Gusz, Chair; Bruce Cavin, Dick Yoder, Ray Ott, Jim Jefferis. Staff: Malcolm Johnstone.

The previous meeting minutes were reviewed and approved. (Ray/Dick)

Melton Center Pool Project

Bruce gave an update on the Melton Center project to re-open the swimming pool. The volunteer committee, which includes Lisa Dorsey, Gary Green, Ken Winston, and Bruce Cavin, continues to move ahead with raising funds to bring the pool back to working order, albeit in a scaled down version. It includes a recent grant to discover of the integrity of the plumbing. It appears that cooperation with the Borough would be needed to complete the project.

Parking meters

Holly Brown had previously advised the committee that a group of retailers plan to ask to meet with the BID to encourage advocacy to reduce the meter rates in downtown. Malcolm shared a memo with options for achieving this. The group preferred option 1 (see below).

Rail Service

Malcolm was asked to get the recent report from the West Chester Rail Service Restoration Committee to share with the committee.

Prescott Alley

Letters of concern about the West Chester Comprehensive Plan possible endorsement of closing Prescott Alley is being asked for before the Board makes a final position statement. Ray and Bruce will be working to develop an alternative development plan for the alley.

-- Next meeting: Friday, February 26, 2016

Meeting dates for Advocacy in 2016: Fourth 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.

PARKING MEMO *from* Malcolm Johnstone | January 22, 2016

Recently, BID staff, the Advocacy Committee, and the Board of Directors have been advised that certain downtown retailers plan to ask to meet with the BID to encourage advocacy for reducing the meter rate in downtown from \$1.50 to \$1.00 per hour. This is in response to customer complaints that a quarter buys 10-minutes instead of the previous 15-minutes of time on the meters. As the BID considers this request, there should be discussion on the following points:

Meter rates were made equal to the garage rates to encourage higher usage of garage parking and make on-street parking less congested for customers. To an extent, this has been achieved. Complaints about lack of parking has been shifted to the expense of parking.

Roy Smith e-mailed the following comments: "I am adamantly opposed to any plan that would just reduce rates on the meters. Having meter, kiosk lots and garage rates the same is against nearly every parking consultant's recommendation. Making street meters less is even than the other two is absurd. Can we realistically reduce the town center meters without also reducing those down around WCU? Each quarter reduction in meter fees will cost the Borough roughly \$200,000. If we are to do anything, it should be to reduce the short term rates in the kiosk lots and the garages. Making street parking even more attractive (the three hour limit is bad enough) with lower fees will only go to make finding a short term spot even more difficult. That is the whole philosophy behind having street parking more expensive than garage/surface lot parking."

The way that this issue was characterized was the disappointment customers experienced when plugging a meter with the first quarter. If so, this should be regarded as a public relations problem and a sensible answer may be found in one of these two scenarios:

1) Have the meters automatically place an additional 10-minutes onto the meter when the first quarter is put into it so that the first quarter provides 20-minutes and each subsequent quarter provides 10-minutes. (Meters currently have a 5-minute grace period when the time on the meter has expired.)

2) Have graduated pricing. In Aspen, CO, the downtown meters charge \$2 for the first hour, \$5 for the second, \$9 for the third and \$14 for the fourth. One may presume that something similar may work for downtown: Currently three hours cost \$4.50 at \$1.50 per hour. If the first hour was \$1.00, the second \$1.50, and the third \$2.00, the full three hours would net the same revenue: \$4.50. This would encourage short-term parking and discourage long-term, particularly if the rates were \$1, \$2, and \$3. (Meters would have to be programmed to default to zero with the introduction of a payment after a certain amount of time.)

WEST CHESTER BID
Business Attraction Committee
MINUTES
February 2, 2016 | 8am

Present: Tom Walsh, Richard May, co-chairs; Nick Branton, Fred Gusz, Chris Blakely, Mike Reese, and Holly Brown.
Staff: Malcolm Johnstone

Minutes

The Minutes of January 5, 2016, were reviewed and accepted. Gusz/Blakely

Retail Overlay District

There was discussion of the impact and management of the Retail Overlay District in downtown. It is an item that will be considered during the Comp Plan process. A question arose about whether or not an applied use for a structure ever expires such as when the property is vacant. Further, what should the role of the BID be concerning adaptive re-use of a property converting to a retail use. Finally, should properties be targeted for retail conversions.

Sabrina Ann Couture

The group encouraged the BID to promote the efforts it took to locate Sabrina's to West Chester.

Next meeting: March 1, 2016

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
February 2, 2016

Total Number of Businesses: 560
Number of restaurants: 77 (14%)
Number of Retail: 75 (13%)
Number of Professional Services: 408 (73%)

Now Open

Retail: 1

Sabrina Ann Couture: 134 N High

Restaurant: 2

Marquee Bar & Lounge: 120 N High

Fenns Coffee has reopened at Fennerio Coffee: 111 N Church

Office: 2

The Business With No Name: 8 E Gay, Second Floor

Springhouse Films: 39 W Gay St, Second Floor

Opening Soon: 5

Dazzling Diamonds: 113 W Gay

Lorenzo & Sons pizzeria: 27 N High

The Master's Baker: 319 W Gay (Former Beans)

Restaurant 51: 30 N Church

DataVard: 200 W Gay St

Closed/Moved: 4

Smoked Tex-Mex: 13 W Gay St

Hookah Matata Express: 113 N High S

nich: 29 S High St

Crafty Dog: 151 W Gay

Business changes within the BID: 4

Scoir is moving from 225 N High to 23 N Walnut

Walnut Street Labs moving to 25 N Walnut St, Second Floor

Internet R&D has moved to Chestnut & Darlington

Roosevelt Dairy Trade moving from F&M to Manitou, second floor

Planned Business changes within the BID: 5

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

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

Peace a Pizza at 7 W Gay is reinventing itself

Development Projects 5

Adaptive re-use of Post Office

Hotel at F&M Building

Hotel at 39 E Gay

Chestnut Street Apartments

Uptown Theater

Transitional properties

1) First Block (Kahn development)

2) 125-127 N Church (West Chester Soft Pretzel Factory)

3) 39 E Gay (Rite Aid)

4) 127 W Gay (Laurento's)

West Chester BID Customer Marketing Committee

January 21, 2016 | 8am | West Chester

Present: K. Cavin, T. Crisp, D. Fairman, Lauren Hoyer, M. Manning, C. Meadows

BID Staff: M. Johnstone, E. McGuire, E. Steinman

Introductions: Elle Steinman, Communications Specialist for the West Chester BID, was introduced.

Marketing Budget & Plan: (*Rev. Jan. 2016 Attached*)

Marketing / Advertising:

CTM – Contracted distribution of the downtown guides at Philadelphia Hotels, Philadelphia Attractions expired at the end of November 2015. Distribution will continue at Philadelphia’s 30th Street Station through the end of March 2016. Meeting with CTM to discuss digital and print distribution packages and continued participation in the Greater Philadelphia Map ad program. **AAA Mid-Atlantic** – BID will participate in the “Pennsylvania Small Towns” issue, distributed to 1.4 million subscribers in Eastern PA (including Philadelphia and Wilkes-Barre metro areas), New Jersey, Maryland (except Baltimore and D.C. areas), and Delaware.

Holidays, Events, Promotions:

BID staff to meet with retailers, individually, to provide a one-page reminder of calendar holidays, downtown events/promotions, and dates of special interest. Include presenting organization name and website. (Iron Hill Race Series – Aug. 20th, WCU Freshmen Move-In Day - Aug. 26th & 27th).

Swingin’ Summer Thursdays: Meet with Parks & Recreation to discuss opportunities for enhancement.

Sidewalk Sale: Confirm that the date(s) will again coincide with WCU’s (Aug. 26th/27th) move-in weekend. Karen Cavin pointed out that some retailers did not follow through on their commitment to participate. Another issue was the confusion caused by the “Sip & Stroll” theme. Customers assumed a coordinated promotion between retailers/restaurants and were expecting drink specials, appetizers and refreshments. The marketing plan includes \$1,000 to subsidize co-op ads in the DLN.

Banner Program: The committee considered banner renderings designed by Steve Pinkston (SP&O). Themed banners in repeating groups of four (*Shopping, Dining, Galleries, Heritage*) will be installed at a rate of 25-percent per year. To ensure production consistency, cost estimates for a one-time run of all 200+ banners will be requested. Banner storage, installation and insurance must be considered in the process. Malcolm will present to Borough Council, with a request for banner funding as a capital improvement.

Next Meeting: Thursday, February 18, 2016 – 8am – BID Office Conf. Rm.

2016 West Chester BID Marketing Program

January 2016

\$90,200 : BUDGET

- \$ 2,800: Swingin' Summer Thursday (sponsorship)
- \$ 4,200: Website SEO (365,000)
- \$ 20,000: Downtown Guide Brochure/CTM distribution (50,000)
- \$ 1,475: CVB Visitors Guide (75,000 reach)
- \$ 5,000: County Lines Magazine ads (15k x 4 = 60k)
(\$2,600: PR images, 15k x 2 = 30k)
- \$ 9,466: Pennsylvania Vacation Guide (450k w/readers service)
(\$2,000: Direct mailing (5k))
- \$ 8,000: West Chester Fig (82k plus 3.3k social media)
- \$ 1,000: Parks & Rec Activity Guide full page (16,500 x 3 = 49,500)
- \$ 2,400: Social media advertising
- \$ 1,500: May Gallery Walk
- \$ 250: Print ad Chamber
- \$ 2,500: Iron Hill Twilight Race Series
- \$ 1,500: October Gallery Walk
- \$ 2,500: Old-Fashioned Christmas
- \$ 750: AAA PA Towns
- \$ 3,739: Print/design/photo
- \$ 300: Philadelphia Convention Center Visitors Guide (120k)
- \$ 3,000: Content production
- \$ 3,000: DMO incentive
- \$ 200: CVB Road Signage
- \$ 4,600: TV-Brandywine Visitors Channel
- \$ 1,000: Sidewalk Sale
- \$ 2,000: Fashion Show
- \$ 5,000: History Day/Preservation Month
- \$ 2,000: Restaurant Event
- \$ 2,000: Bride Guide
- \$ 2,000: Historic Walking Map

\$ 90,200: TOTAL

West Chester Business Improvement District
Design Meeting
February 5, 2016; 8:00am

MINUTES

In attendance: Ray Ott, chair; Fred Gusz, Roy Smith.
Staff: Malcolm Johnstone.

The Chester County Conference and Visitors Bureau is spearheading an updating of Chester County wayfinding signage including wayfinding signs in the Borough. Merje, a downtown business, is the consulting firm.

Current Goals

Develop a downtown banner program:

Committee considered and approved of the graphic design by Steve Pinkston and the Marketing Committee for downtown banners.

Continuing Goals

Partner with the Borough on a graffiti removal program:

Malcolm to contact Meghan and Bernie to create a plan for this.

Replace outdoor signage at the Chestnut Street Garage:

Agreed that the outdoor sign panels should be replaced by permanent sign. Will approach the Borough for replacement costs.

Replace signage on the Big Belly trash/recycling cans:

Need to work with Borough Public Works for design and funding.

Work with Borough for a uniform mural program and regulations:

Will refer to this as a public arts program and will convene a BID ad hoc committee to draft guidelines and ordinance.

Explore continuing the façade improvement program:

Probably two years away.

Develop a sustainable gum removal program:

Roy is in contact with Mark Yoder and Mars Corp for resources.

Project completed

Ashtrays placed in downtown on Big Belly trash/recycling.