

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

February 13, 2018

(January Board of Directors Meeting Canceled Due To Weather)

- I. **Introductions & Public Comment:** (Riper)
- II. **Approval of *December Minutes*** (Riper)
- III. **Comments of Chair:** (Riper)
 - Selection of Officers (Holliday / Riper)
 - Board of Directors – Terms (Holliday / Riper)
- IV. **Executive Director Report:** (Johnstone)
- V. **Treasurer/Finance:** (Reese)
- VI. **WCDF** (Holliday)
 - The WCDF Board of Directors recommends the following slate of names for terms, to start in 2018, for approval of the West Chester BID Board of Directors: Holly Brown, Roy Smith, Deb Sparre, Kathy Wilczek*
- VII. **Borough Update:** (LeBold)
- VIII. **Chamber Update:** (Yoder)
- IX. **Committee Reports: *December & January***
 - Motion to merge Advocacy & Design Committees*
 - Advocacy: **Dec. & Jan.** (Blakely)
 - Business Attraction: (No Dec. Mtg.), **Jan.** (May / Walsh)
 - Customer Attraction: (No Dec. Mtg.), **Jan.** (Riper)
 - Design: (No Dec. or Jan. Mtg.)
- X. **Other Business:**

Next Meeting: Tuesday, March 13, 2018 - BID Office Conf. Rm. – *137 N. High St.

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
December 12, 2017**

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

I. Introductions & Public Comment: No Introductions or Public Comment

II. Approval of November Minutes:

Motion to approve November Minutes:

Motion passed: (Crisp / LeBold)

III. Comments of Chair (Brown): The new offices of the West Chester BID, (and Greater West Chester Chamber) will open at *137 N. High St.* on Jan. 2, 2018.

Motion to approve the West Chester BID 2018 meeting schedule.

Motion Passed: (Holliday / Crisp)

IV. Executive Director Report: (Johnstone) *See Report* Design will be merged with Advocacy, and the committee will continue to meet on the 4th Friday of the month. The BID participated in an Elm Street meeting at the Melton Center on Dec. 4th, to discuss the possibility of reviving the neighborhood revitalization program. The PDC's 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, Borough Council members, etc. (This will take place in March, during the regularly scheduled Board meeting.) Thank you to Adam Wetzel for organizing a meeting with the restaurant community. In January, they will begin working on an enhanced marketing / events plan, with partners, such as West Chester Parks & Recreation, and the Chester County CVB.

V. Treasurer & Finance: (Blakely/Reese) *YTD Budget Report, and Final 2018 Budget Draft Distributed*

Total Income: \$410,000; Added 2.5% increase to Expenses.

Motion to pass 2018 Budget, as presented:

Motion Passed: (Riper / LeBold)

Motion to engage Maulo & Co. to perform the 2017 BID Audit.

Motion Passed: (Riper / Crisp)

Motion to authorize the Treasurer to sign the lease for the West Chester BID for the new office space at 137 N. High St., with changes noted at today's meeting.

Motion Passed: Riper / Scott

- VI. WCDF: (Holliday)** The slate of WCDF Board & Officer recommendations will be presented for approval at the BID Board of Directors meeting in January 2018. The WCDF presented caroling, organized by Julie May, during the holiday season.
- VII. Borough Update: (LeBold)** Kahn moving forward with plaza plan. Kahn in negotiations for Pfizer property. Parking Master Plan slowly moving forward. The Borough is assessing the economic impact of the Christmas parade.
- VIII. Committee Reports:**
Advocacy (Johnstone) At Chief Bohn's recommendation, Malcolm attended a managers and security personnel training on security and situational awareness during the holiday season in King of Prussia, on November 16th. The BID will ask the West Chester Police Department to schedule a training in West Chester in Feb.
Business Attraction – See Reports Working on a “Attracting the Entrepreneur” campaign that would include: landing page, links, a retail fair, social media platforms and Fig, retail ambassadors, Chester CCI get-together.
Customer Attraction / Marketing: (Riper) Nick Veccho (WC Press) will join the committee in 2018.
- IX. Other Business:** Patrick Comerford presented his position regarding the proposed changes to Lot #10, stating that the entire lot should remain available for general public use.

Next Meeting: Tuesday, January 9, 2018 - 8am - BID Office Conference Room.

The offices of the West Chester BID and the Greater West Chester Chamber are now located at 137 N. High St. The space includes a larger and more accessible first floor conference room that will better accommodate Board and Committee meetings.

West Chester Business Improvement District

PO Box 3109
119 North High Street
West Chester, PA 19381
610-738-3350

DowntownWestChester.com

Malcolm Johnstone, Executive Director

January 9, 2018 (DRAFT)

Below is the list of the 2018 BID Board with recommended term expirations (current expirations as indicated by the Borough are in parenthesis). BID board should make the following recommendations to the Borough for Council approval. All 5-year terms should end on the final day of the year with terms ending for three members in rotation. Consideration should be given to limiting the number of terms to two full terms which may include a partial term.

2018 BID Board of Directors term expirations (Borough)

Holly Brown -- term expires end of 2018 (Dec 18)

Tom Walsh -- term expires end of 2018 (Dec 18)

Mark Yoder -- term expires end of 2018 (Dec 18)

Sandy Riper -- term expires end of 2019 (Dec 19)

Thomas Crisp -- term expires end of 2019 (Dec 19)

Michelle Kichline -- term expires end of 2019 (Dec 19)

Diane LeBold -- term expires end of 2019 (Dec 19) rec: 2020

Richard May -- term expires end of 2020 (Dec 20)

Adam Wetzel -- term expires end of 2020 (Dec 20)

Kenneth Winston -- term expires end of 2020

Mike Reese -- term expires end of 2021 (Jan 20) rec: end of year

Lance Nelson -- term expires end of 2021 (Jan 20) rec: end of year

Bill Scott -- term expires end of 2022

Matthew Holliday -- term expires end of 2018 (per WCDF)

Notes:

- Move Diane LeBold to 2020 expiration.
- The Chair of the West Chester Downtown Foundation (WCDF) is automatically seated on the BID Board without approval needed by Council. Consideration should be given to having the Council recognize whoever is seated from WCDF. Currently, Matthew Holliday is seated from WCDF.
- There are currently only 14 BID Board Members.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | January 6, 2018 – February 9, 2018

PECO making repairs on East Gay Street gas lines

The BID will be working with PECO and Utility Line Services, Inc. to advise businesses on East Gay Street between High and Matlack of periodic closers to replace gas lines. Parts of North Walnut Street between Gay and Chestnut will also be affected. The repairs begin in early March and will last through May. Construction hours are 9am to 3pm, Monday through Friday. Construction will occur in the south lane in 200 foot segments.

Hearing for plaza project scheduled for February 21, 6pm.

On December 5, 2011, E. Kahn Development Corp and J. Loew & Associates presented their concept for a plaza development at the corner of Church & Gay Streets to Borough Council. Now, after a mere six short years, a hearing will finally be before the Borough Council (February 21, 6pm, at the Spellman Building, 829 Paoli Pike) to consider a zoning change to allow the project to proceed. While the plaza seems to have appeal to a large number of residents and downtown businesses, the zoning changes needed to make the project happen has raised some concerns.

Big game, big crowd, little problem

The Eagles flied and celebrants celebrated but Sunday night saw few problems in downtown. West Chester Police, Chester County Sheriff Deputies, and PA State Police were in force as were Borough Public Works for clean-up. There was a lot of noise but very little vandalism.

Death of a theater: reflections on the efforts to save the Warner

The Hotel Warner is one of downtown West Chester's great attractions offering quality accommodations for the business and leisure traveler. But up until the 1980s, it was the Warner Theater, the grandest movie house in the region. Then it became obsolete in the face of growing competition and threatened with demolition. Recently, a film called *Time for the Warner* has surfaced that shows the efforts of the community to save the Warner Theater. This prompted Eric Lorgus, a life-long resident and community leader in the Borough, to share his memories from that time. See his reflections at the Blog tab at DowntownWestChester.com.

Many Nations | Chester County

Don't miss the new exhibit at the Chester County Historical Society which reveals the many stories about the people who have made our community what it is today. From the first contact between the Lenape and European immigrants in the 1600s, Chester County has been part of the global community. By 1810, residents represented at least ten countries of origin. By 1930, the number of countries numbered more than forty. Today, Chester County's diverse residents are measured by more than sixty languages and six continents.

Vaca for Malcolm

I will be out of the country Wednesday through Friday, February 14-16.

**West Chester Business Improvement District
Advocacy & Design Meeting
January 26, 2018 | 8am
Minutes**

Attendance: Christopher Blakely, Acting Chair; Fred Gusz, Dave Sweet, Jimmy Jefferis, Ray Ott, Holly Brown, Dave Sweet, Bruce Cavin, Tony Morris, Kyle Hudson, and Mayor Dianne Herrin. Staff: Malcolm Johnstone.

Minutes

Minutes of December 15, 2017 were reviewed and accepted. Jimmy/Holly

Advocacy & Design

The committee discussed having the BID Board take action to vote on merging the Design Committee into Advocacy.

Downtown development projects

- Holly mentioned that she has discussed with property owner
- Lani Frank the concept of converting a portion of Gay Street Commons (117 W Gay St) structure into an antique mall along the lines of West End Garage in Cape May.
- There has been no new news concerning the proposed hotel or development at Gay & Church.
- The Chester County Art Association is developing plans for expansion.

Comments from Mayor Herrin

- The Borough will be working on an events policy to help insure that public safety is maintained for downtown events that draw people.
- Chief Scott Bond will soon be reporting that crime in 2017 was at the lowest point since records began.
- The Chester County Chamber of Business & Industry has recognized the first responders and investigators for their efforts during the Barkley fire disaster and the Mayor and Chief will be doing the same in West Chester.
- The Elm Street program is receiving new attention at the Melton Center and the BID will be researching funding options for future projects including Bruce Cavin's master plan proposal.
- Kyle said the old Melton Center pool will begin demolition soon.
- The Mayor's office hours are Tuesday 2-6 and Friday 9-1.

BID Social Media

Kyle discussed an analysis he did on the 879 Facebook posts BID did in 2017. He had some concern that not all businesses were treated at the same level of fairness. It was explained that the BID, under the state enabling ordinance, adheres to the legal principal of rational nexus whereby all stakeholders are entitled access to available resources of the BID without the expectation that all stakeholders will benefit equally.

WEST CHESTER BID
Business Attraction Committee
MINUTES
February 6, 2018 | 8am

Present: Christopher Blakely, Richard May, and Tony Webb.

BID Staff: Malcolm Johnstone

Minutes

The Minutes from December 5, 2017 were reviewed without objection.

Attracting the Entrepreneur campaign

Malcolm provided a web version of the Attracting the Entrepreneur campaign entitled *Downtown West Chester supports retail entrepreneurs* to the group. There was discussion that the BID could partner with the Chamber to host an event for local entrepreneurs to tout the benefits of locating downtown and taking advantage of the resources that agencies offer to start-up businesses. A possible location could be 117 W Gay.

Hearing for Plaza Development scheduled

The Plaza Development plan hearing is February 21, 6pm at Borough Hall, West Goshen.

Hotel development

No decision has been made yet as to the proposed hotel at Gay & Walnut.

Other items

Tony Webb discussed replacing the train station on Market Street that was demolished several decades ago. Everyone agreed that was a good idea. However, the location is outside the BID and there is goal concerning this in the Five Year Plan.

Richard discussed that efforts for new wayfinding signs should continue. Malcolm will contact the County for possible funding.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
February 6, 2018

Total Number of Businesses: 597
Number of restaurants: 87 (15%)
Number of Retail: 74 (12%)
Number of Professional Services: 436 (73%)

Now Open

Retail: 0

Restaurant: 1

Cookie Dope: 28 S High

Retail Service: 0

Office/professional service: 6

Elmagin Capital LLC: 10 N High

AccessLex Institute: 10 N High

Jennifer A McKay, Attorney at Law: 20 W Miner St

Cuddle My Kids.org: 20 W Miner St

Drury Company: 20 W Miner St

Sophisticated Way: 20 W Miner St

Opening Soon: 6

Andiario: 106 W Gay

Thrifty Vintage: 14 N Church

All the Dogs: 13 S Church

Liquid Bakery: TBD

Luxey Little Ones: 135 E Gay

First Priority Bank: 237 E Gay

Closed/Moved: 2

Ciccarelli Lawyers: moved from 212 W Gay to 304 N High

TruMed: 31 W Miner

Business changes within the BID: 2

Boxcar is now R'Alehouse at Boxcar: 142 E Market

Judge Group moved from 1 S Church to 10 N High

Notes: Chris and Denise Lucas are the new owners of Penn's Table

West Chester BID Customer Marketing Committee
West Chester BID Office
January 18, 2018

Present: T. Celia, K. Cavin, D. Fairman, S. Gabor, G. Lusby, C. Meadows, S. Riek, S. Riper, A. Tishler, N. Vecchio

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

*Marketing Committee did not meet in December 2018.

Introductions: New to the committee are Gretchen Lusby – Fig West Chester, Ashley Tishler – Tish Boutique, Nick Vecchio – West Chester Press.

Marketing Budget / Plan 2018 – Approved (Attached)

Updates:

- Stan Zukin - “beloved figure in the community” passed away at his home on Jan. 15.
- Banner Program – The Public Arts Committee will consider banner renderings for the initial installation, proposed for High St. – between Chestnut & Miner, on Jan. 22.

Downtown Events & Promotions:

- Downtown West Chester Events 2018 (*Distributed*)
- Swingin’ Summer Thursdays – BID to schedule a meeting with Parks & Recreation, to take place before mid-February, that will include representatives from the retail community, designated block captains, Marketing Comm. Chair, BID Staff. The purpose of the meeting is to discuss ideas for moving forward with a more upscale, dining-themed event. Consider “Dining Days” Proposal. (Attached)

Discussion:

Downtown West Chester Shopping & Dining Guide: Redesign to include Retail Services category, new map, new photos.

Holiday Retail Shopping Guide – Include all retailers. Distribute week of Oct. 1- ahead of Fall Gallery Walk, Friday, October 5th.

Social Media 2017 Review (E. Steinman) *See Reports Attached*

Facebook Closed Group – The BID will administrate the Facebook Closed Group for retailers.

Next Meeting: Thursday, February 15, 2018 – 8am – BID Office Conference Room

2018 West Chester BID Marketing Program
January 2018

\$88,630: BUDGET

- 1) \$300: Philadelphia Convention Center Visitors Guide (120k)
- 2) \$120: Hotel Marketing Programs (website)
- 3) \$14,000: Downtown Guide Brochure/CTM distribution
- 4) \$5,000: Brochure redesign (50,000)
- 5) \$7,725: Social media advertising
- 6) \$6,000: County Lines Magazine ads (15k x 3 = 45k)
- 7) \$10,000: West Chester Fig (82k plus 3.3k social media)
- 8) \$1,000: Parks & Rec Activity Guide/full pg (16,500 x 3 = 49,500)
- 9) \$4,450: Video and TV-Brandywine Visitors Channel
- 10) \$1,000: Summer Sidewalk Sale
- 11) \$2,000: WC Press Fashion Issue
- 12) \$5,000: History Day/Preservation Month
- 13) \$4,400: Swingin' Summer Thursday (4 festival events)
- 14) \$4,500: Clydesdale Event
- 15) \$3,000: Gallery Walks (Chamber sponsorship)
- 16) \$2,500: Iron Hill Twilight Race Series (Chamber sponsorship)
- 17) \$2,500: QVC West Chester Christmas Parade (Chamber sponsorship)
- 18) \$4,135: Website SEO (250,000)
- 19) \$1,000: Promotions/customer attraction
- 20) \$5,000: Holiday campaign
- 21) \$5,000: Uptown! Marketing support

TOTAL: \$88,630

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PO Box 3109
119 North High Street
West Chester, PA 19381
610-738-3350
DowntownWestChester.com

Malcolm Johnstone, Executive Director
mjohnstone@wcbid.com

February 2, 2018

Proposal for
Dining Days or Dining Destination in West Chester
(DRAFT)

What it is: A scalable, meta-marketing campaign focused on the downtown restaurant community.

Purpose: Expand interest and customer activity through cross-promotional marketing and activities.

Function: Utilizing DowntownWestChester.com as a de facto platform, in addition to other social media platforms plus conventional marketing outlets, each downtown restaurant may participate in the campaign with an anticipated inbound and outbound reach of 250,000 – 350,000.

Features: Each restaurant will have a landing page that includes location, hours, images, website and social media links, locater map, parking information, reviews, description, and any other items deemed to promote the restaurant and create positive chatter among diners.

Outcome: Each actively participating restaurant will receive progress reports of the reach and engagement of the program and specifics for their restaurant.

Cost: There is no cost for downtown restaurants to participate. However, individual results could be improved by collaborating with the BID for their own desired paid marketing activities.

Timeframe: Development and preparation of the campaign can begin immediately. A launch in May 2018 would extend through the end of the year.

Shop Small West Chester: Social Media Report

By Elle Steinman, West Chester BID | November 29, 2017

Total Reach: 180,000 people

Facebook: 165,000 | Instagram: 11,300 | Twitter: 3,700

Total Engagement: 18,600

Facebook: 17,200 | Instagram: 100 | Twitter: 1,300

Total Number of Posts: 45

Facebook: 30 | Instagram: 10 | Twitter: 5

Facebook Boost Results: Boosted for \$600.00

Total Reach: 72,884 (20,158 organic; 52,726 paid)

Average Cost per Paid Result: \$.09

Relevance Score: 9/10

Leading Demographic: Women ages 45-64 years old

Post Details

Downtown West Chester, PA added 5 new photos
Published by Elle Steinman 191 · November 2 at 10:04am

Surprise your loved ones with something one-of-a-kind when you shop local this holiday season! Join the community for **Shop Small West Chester Weekend**, November 24-26 (Thanksgiving Weekend), to explore and support the more than 100 independently-owned shops, boutiques, and restaurants that downtown West Chester has to offer! #ShopSmallWC
Visit http://www.downtownwestchester.com/view_program.php?id=556 to find out more.

72,884 People Reached
3,422 Reactions, Comments & Shares

2,888 Like	2,170 On Post	718 On Shares
105 Love	86 On Post	19 On Shares
1 Haha	1 On Post	0 On Shares
1 Wow	0 On Post	1 On Shares
2 Sad	0 On Post	2 On Shares
104 Comments	67 On Post	37 On Shares
322 Shares	318 On Post	4 On Shares

7,135 Post Clicks

5,290 Photo Views	195 Link Clicks	1,650 Other Clicks
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NEGATIVE FEEDBACK

22 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

72884 people reached Boost Post

Shop Small West Chester Conventional Marketing:

Daily Local News Ad – *Distributed to 10,000 people*

Parks & Rec Activity Guide – *Distributed to 15,000 people*

11x17 Posters – *Printed and distributed downtown (50)*

Shop Small Gear – *500+ items distributed to downtown merchants*

Website Landing Page – *1,041 visits in November*

E-blast – *488 opened (of 2,603)*

Banner across Gay Street – *November 10 - 24*

2017 BID Social Media Report

By Elle Steinman | Communications Specialist | January 2018

Total Social Media Reach: 2,991,640

↑ *64% increase from 2016*

- Facebook Reach: 2,872,805
- Instagram Reach: 65,375
- Twitter Reach: 53,460

Total Social Media Following: 26,665

↑ *95% increase from 2016*

- Facebook Likes: 22,159
- Instagram Followers: 2,756
- Twitter Followers: 1,750

Total Social Media Engagement: 271,877

↑ *58% increase from 2016*

- Facebook Engagement: 261,415
- Instagram Engagement: 9,023
- Twitter Engagement: 1,439

Total Website Visits: 220,000

↓ *27% decrease from 2016*

Total Web/Social Media Inbound/Outbound Activity: 3,510,182

↑ *38% increase from 2016*