

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY**

**January 12, 2016**

**Agenda**

**BID Office – 119 N. High Street**

- |      |   |                                  |
|------|---|----------------------------------|
| I.   | Introductions & Public Comment  | (Brown)                          |
| II.  | Approval of December Minutes  | (Brown)                          |
| III. | Comments of Chair<br>-Appointment of BID Board Officers<br>-PDC BID Assessment Review (Draft)                     | (Brown)                          |
| IV.  | Executive Director Report   | (Johnstone)                      |
| V.   | Treasurer & Finance –   | (Blakely)                        |
| VI.  | WCDF  | (Wileczek)                       |
| VII. | Committee Reports:<br>-Advocacy<br>-Business Attraction<br>-Customer Attraction<br>-Design (Did not meet in Dec.) | (Gusz)<br>(May/Walsh)<br>(Riper) |

**Next Meeting: Tuesday, February 9, 2016 – 8am – BID Office**

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT  
BOARD OF DIRECTORS MEETING  
December 8, 2015**

**Present Board:** H. Brown, C. Blakely, T. Crisp, F. Gusz, R. May, L. Nelson, R. Ott,  
S. Riper, W. Scott, K. Wilczek  
**Absent Board:** M. Kichline, J. Norley, T. Walsh, A. Wetzel, M. Yoder  
**BID Staff:** M. Johnstone, E. McGuire  
**Present Other:** Ashley Tishler – Tish Boutique, David Zellers – PA Downtown Center

**I. Introductions & Public Comment:**

Ashley Tishler - Tish Boutique, David Zellers – PDC were introduced.

**II. Approval of December Minutes:**

*Motion to approve December Minutes:*

*Motion Passed: (Riper / Ott)*

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

*Motion to approve letter to Borough Council recommending the reappointment of Richard May, Ray Ott, and Adam Wetzel to the BID Board of Directors:*

*Motion passed: (Nelson / Riper)*

Holly noted two particular areas of focus for the BID during 2016:  
1) attract more retail businesses and 2) lower parking rates.

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

On November 17, 2015, West Chester Borough Council passed an ordinance to authorize a new five-year term for the BID, commencing January 1, 2016 through December 31, 2020. David Zellers, Field Services Specialist with the PDC, will conduct a West Chester Main Street Assessment and Accreditation Review to begin with the Dec. BID Board of Directors meeting. The overall result of the assessment will be a report to the DCED and serve as the basis for the continued accreditation of Main Street and designation as a Keystone Communities Main Street program.

*Motion to approve 2016 meeting schedule:*

*Motion Passed: (May / Gusz)*

Consideration of Executive Director's recommendation to hire Elizabeth Steinman to full-time position as Communications Specialist, beginning January 4, 2016.

*Motion to accept Executive Director's recommendation to hire Elizabeth Steinman as full-time Communications Specialist, beginning January 4, 2016.*

*Motion Passed: (Blakely / Gusz)*

**V. Treasurer & Finance: (Blakely) – *Reports Distributed***

Consideration of proposal from Maulo & Company, Ltd. to conduct an audit of the West Chester BID for 2015, at a cost of \$6,900.

*Motion to accept proposal from Maulo & Company, Ltd. to conduct an audit of the West Chester BID for the year 2015:*

*Motion passed: (Ott / Gusz)*

*Motion to accept pro-forma budget, with review of legal expense line item at January meeting.*

*Motion passed: (May / Riper)*

*At the Treasurer's recommendation, the BID will subscribe to Intuit's cloud-based back-up system for BID financials.*

**VI. Committee Reports:**

**Advocacy:** (Report In Drop Box)

**Business Attraction:** (Report In Drop Box)

**Design:** (Report In Drop Box)

**Marketing:** (Report In Drop Box)

**VII. PDC Assessment:** David Zellers opened the session by asking the Board to think about what the BID is doing well, and to also identify areas for improvement. What are the priorities?

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

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

Malcolm Johnstone, Executive Director | December 4, 2015 – January 8, 2016

### **PDC performs annual assessment**

Many thanks to the Board for participating in the West Chester Main Street Assessment and Accreditation Review that took place in December with David Zellers, Field Services Specialist with the Pennsylvania Downtown Center. You should all have received copies of the draft. We are being asked to review the assessment draft and make any comments if desired. The overall result of the final 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. Personally, while I was impressed with the report, it was the final sentence that stood out for me: "The overwhelming impression that comes from the assessment is the strong emphasis on partnership development and the tangible and intangible benefits that the partnerships and cooperative efforts have yielded."

### **Please welcome Elle Steinman**

Starting in January, Elle Steinman is the Communications Specialist, a new position for the BID. A recent graduate of WCU, Elle comes with the talent and drive to perform the duties of keeping the website up-to-date (the entire year of known events is now posted), and all of the social media and public relations writing that has become the hallmark of the BID.

### **Outreach**

In case you missed it, starting January 4, there was an increased frequency of newsy items concerning the BID delivered to your e-mail doorstep. The subject line will always begin with "West Chester BID". It goes out to downtown stakeholders. When you see "Downtown West Chester PA", on the other hand, it's going to everyone with information that's more relevant to visitors.

### **The New Borough Council**

On January 5, 2016, two new councilors, and one returning councilor, were sworn-in Monday night in a ceremonial fashion that occurs every two years after the November elections. Saying good-bye was Cassandra Jones, Ward 2, who termed out and was replaced by Diane LeBold (the seven councilors and mayor can only serve two consecutive four-year terms) and Stephen Shinn, Ward 6, who was defeated for a second term by Jim Jones. Both LeBold and Jones had served previously on Council. Wards 2 and 6 are significant to the BID as each are in the downtown (think of Ward 2 as east of High Street while Ward 6 is west of High). Jordan Norley (Ward 4) was re-elected. It's also a time when Council selects their own officers. Ellen Koopman (Ward 7) was selected President and Jordan Norley (Ward 4) was selected Vice-President. The President now has the duty to select members to serve on the council committees (there are six of those with three Councilors on each). There are plenty of downtown issues and projects for Council to address which should keep them busy in the coming year.

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

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

The previous meeting minutes were reviewed and approved.

**Position Statements**

The committee recommends to the BID Board that an advisement be made to Borough Council to delay consideration of the following items pending a survey of downtown stakeholders:

- 1) West Chester Comprehensive Plan recommendation to close Prescott Alley to vehicular traffic;
- 2) Consideration to allow food trucks downtown;
- 3) Consideration to cap the number of built dining platforms per block.

**Parking meters**

Holly advised the committee that a group of retailers plan to ask to meet with the BID to encourage advocacy to reduce the meter rate in downtown.

**PDC DCED**

Holly, along with Tom Walsh and Kathy Wileczek, attended the Leadership Forum on December 17 conducted by the Pennsylvania Downtown Association. She shared that the proposed state budget currently has between \$20- and \$25-million earmarked for the PA Department of Community & Economic Development. If the budget is passed with this amount, West Chester BID would be qualified for grant funds of about \$25,000 per year.

**Theater**

Settlement to divest the Armory to the owners of the theater takes place today, December 18, 2015.

-- 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.

West Chester Business Improvement District

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January 12, 2016 [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**  
**January 5, 2016 | 8am**

Present: Tom Walsh, co-chair; Nick Branton, Fred Gusz, Chris Blakely, Lani Frank, and Ray Ott. Staff: Malcolm Johnstone

**Minutes**

The Minutes of December 1, 2015, were reviewed and accepted with a correction (Gusz, Blakely).

**Introductions**

Lani Frank introduced herself as the new property owner of Gay Street Commons (formally the Benson Building) at 117 W Gay. She referred to the office portion of the structure as a business incubator with reasonable rents and flexible space.

**Training opportunity**

The New Jersey Downtown Institute is offering "Thinking Entrepreneurially: Running Downtown as a Business". This training is designed to help take downtown management organizations to the next level of effective management and make the most of scarce resources to attain revitalization goals. The committee recommended that Malcolm attend this training in Allentown, NJ.

**Attributes of successful businesses**

There was a discussion on what types of retail businesses are most likely to succeed in downtown. Malcolm pointed out that due to the internet and super big-box stores, retailers that offer services along with merchandizing appear to be more competitive. This would include shops such as galleries that also offer framing and or jewelers that can customize.

Chris talked about the Reading Terminal Market and the concept that Anuj Gupta, General Manager, has brought to Philadelphia's historic urban farmers' market. There is interest in bringing Anuj to West Chester to speak with BID members.

Tom suggested a Christmas Market for the winter season. It would be an outdoor market with booths providing seasonal items.

Next meeting: February 2, 2016

**DOWNTOWN BUSINESS ALMANAC**  
**West Chester Business Improvement District**  
**January 5, 2016**

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: 3**

Shawarma: 38 E Market  
West Chester Coffee & Ice Cream Shop: 8 E Gay  
Mediterranean Bakery: 154 W Gay St

**Office: 4**

Avis | Budget: 342 W Market  
Human Services, Inc: 330 W Market  
National Equipment Parts: 25 N Walnut, Second Floor  
All4One Sportswear: 8 E Gay, Second Floor

**Opening Soon: 6**

Dazzling Diamonds: 113 W Gay  
Lorenzo & Sons pizzeria: 27 N High  
The Master's Baker: 319 West Gay (Former Beans)  
Firehouse 51: 30 North Church  
Marquee Bar & Lounge: 120 N High  
Sabrina Ann Couture: 134 N High

**Closed/Moved: 3**

West Chester Deli: 117 W Gay  
Elite Apparel and Gifts: 107 N Church St  
Design Life Kids (pop-up): 136 E Gay

**Business changes within the BID 1**

Scoir is moving from 225 N High to 23 N Walnut

**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



# West Chester BID Customer Marketing Committee

December 17, 2015 | 8am | West Chester BID

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

**Marketing Budget & Plan:** The committee continues to work on formulating a plan around the \$90,200 budgeted for 2016 customer attraction and marketing programs.

## **Updates:**

**Downtown Guide:** Met with account reps from CTM to discuss digital and print distribution packages. Between CTM and BID approximately 20,000 (out of 75,000) guides remain in inventory. The timing of a reprint is being considered by the committee, along with design/print costs and quantities.

**Historic Walking Tour Map:** The BID is supporting the Chester County Historical Society's *Turks Head Historic Walking Tour Map*. As a \$2,000 sponsor, the BID will receive two full pages and a pdf.

**Banner Program:** In January, the committee will begin working with Steve Pinkston on banner design.

**Bride Guide:** The BID is confirmed as a \$2,000 sponsor of the 2016 Bride Guide.

**Business Attraction:** Sabrina Ann Couture (Bridal & Evening) to open a retail location at the Hotel Warner in January 2016. The original Sabrina Ann Bridal Boutique is located in Ardmore, Pa.

**State Budget:** The current, non-approved, state budget has approx. \$6M in funding for the DCED's Keystone Communities Program, which includes: Downtown Revitalization, Anchor Building, and Façade Enhancement. As a "Designated Downtown", the West Chester BID is eligible to apply for Keystone Community funds.

**Next Meeting:** Thursday, January 21, 2016 – 8am – BID Office Conf. Rm.