

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

Agenda

BID Office – 137 N. High St.

January 12, 2018

- 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 Wileczek
- VII. Borough Update** (LeBold)
- VIII. Committee Reports:**
 - Advocacy / Design (Blakely)
 - Business Attraction – No Meeting – *See Business Almanac*
 - Customer Attraction – No Meeting
- IX. Other Business:**

Next Meeting: Tuesday, February 13, 2018 – 8am – BID Office Conf. Rm.
(*New Office Location: 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

Holliday, Matthew -- 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 Holiday 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 | December 8, 2017 – January 5, 2018

Historic Tax Credit retained

As you know, the current Tax Reform Bill had eliminated the Historic Tax Credit (HTC), one of the most important community tools for historic preservation. I personally participated with a team of preservationist to go to Washington DC to ask our federal representatives to keep the HTC. Representative Costello, a former BID board member, then took a leadership role to sign a letter of support along with many other Congressmen. I am pleased to report that the HTC has been retained in the final tax bill at its 20 percent rate. Its retention at its current rate is cause for celebration and speaks to the HTC's strength as an economic development tool. However, there are a couple of key changes to the HTC that impact potential use in revitalization projects. First, the 10 percent credit for any building built before 1936 has been eliminated. Additionally, the credit must now be taken over five years. All in all, it's still vitally important that the HTC has been preserved, so if given the opportunity, please thank Rep. Costello for his support of this valuable program.

The social media year that was

We should all be pleased that the total 2017 web/social media inbound and outbound activity, which includes reach, engagement, and website visits, is 3,394,785 compared to 2016 total of 2,541,764, according to Elle who has obviously worked hard to expand our market strength for downtown. In short, 2017 had a 34-percent increase over 2016.

Express bus service now connects WC to NYC

OurBus.com, a tech startup offering intercity bus routes, now provides bus service connecting West Chester PA to New York City with daily, express trips. The pick-up and drop-off point in downtown West Chester is on East Chestnut Street at High Street near the Chester County Historical Society. Buses are equipped with features such as charging stations at every seat, free WiFi, free bottled water, clean bathrooms and plush, reclining seats. The BID will work with OurBus to increase visitorship from NYC.

Parking presentation at Urban Centers Forum

The Chester County Economic Development Council invited me sit on a panel to discuss "Parking Lessons Learned" for a Chester County Urban Centers Forum held December 14, 2017, in Coatesville along with Kevin Myers, Jean Krack, John Yurick, and Tim Haas.

Quotable quote

"West Chester is a hometown that gives you a hug when you visit!" Meteorologist Adam Joseph of 6abc Philadelphia during the televised presentation of the QVC West Chester Christmas Parade; December 23, 2017.

**West Chester Business Improvement District
Advocacy Meeting
December 15, 2017 | 8am
Minutes**

Attendance: Fred Gusz, Dave Sweet, Jimmy Jefferis, Christopher Blakely, Patrick Comerford, Ray Ott, Holly Brown, Dave Sweet, and Bruce Cavin. Staff: Malcolm Johnstone

Minutes

Minutes of November 17, 2017 were reviewed and accepted.

Downtown development zoning change hearing set

The Borough Council voted to set the hearing for a zoning change that includes parking relief for development within the HARB district. The hearing is Wednesday, February 21, 6pm at the temporary location of Borough government.

Design considerations for parking lot 10

There was a consensus to support the expansion of parking lot 10 (Chestnut & Church) that would likely double the number of parking spaces from about 75 to 150. This would accommodate the demands (55 spaces) of the proposed development at Gay & Church (Mosteller development), monthly rentals by the Borough (currently 16 spaces) while providing transient parking (about 75 spaces). The BID will continue to advocate at the Borough for consideration of such a development.

Clean & Green discussion

Mayor-elect Dianne Herrin, Councilors Bernie Flynn and Denise Polk have shared concerns that downtown should be cleaner than it is. While the BID has an active Clean & Green program, it is clear that funding for it is not sufficient for the demands. Bruce said he would look into any opportunities that might be available at Handicrafters and the Veterans. The BID and volunteers is prepared to work with the Borough Council to enhance the program.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
January 2, 2018
(NO MEETING)

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: 0

Retail Service: 4

OurBus: Chestnut & High
Bagelman Realty: 20 W Chestnut
Visitors Center/BID/Chamber: 137 N High
West Chester FIG: 137 N High

Office/professional service: 1

StreamGeeks: 139 W Market

Opening Soon: 5

Tavolo Andiaro: 106 W Gay
Thrifty Vintage: 14 N Church
(Pet Store): 13 S Church
Liquid Bakery: TBD
(Kitchen Shop): 135 E Gay

Closed/Moved: 2

Nickerson-Rossi Dance: 225 N High to Downingtown
Ruby Slippers: 18 N High (retired)

Business changes within the BID: 3

Penn's Table has been sold.
BID & Chamber has moved to 137 N High.

Notes: