

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

January 8, 2019

- I. Introductions & Public Comment:** (S. Riper)
- II. Approval of Dec. Minutes** (S. Riper)
- III. Comments of Chair:** (S. Riper)
 - Introduction of New Board Members
 - West Chester BID Meeting Schedule 2019
 - Restaurant Committee
- IV. Executive Director Report:** (M. Johnstone)
- V. Treasurer/Finance: *See Reports*** (M. Reese)
- VI. WCDF:** (M. Holliday)
- VII. Borough Update:** (D. LeBold)
- VIII. Committee Reports: *See Reports***
 - Advocacy/Design
 - Business Attraction
 - Marketing/Customer Attraction – (Dec. Mtg. Canceled)
- IX. Other Business:**

Next Meeting: Tuesday, February 12, 2019 – 8am – BID Office Conf. Rm.
(Board meetings take place on the second Tuesday of the month)

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

137 N. HIGH ST.

BOARD OF DIRECTORS

December 11, 2018

Present Board: T. Crisp, M. Holliday, D. LeBold, R. May, M. Reese, S. Riper, B. Scott, T. Walsh, A. Wetzel, K. Winston, M. Yoder
Absent Board: H. Brown, M. Kichline, L. Nelson
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Daniel Arbucias, Tony Celia, Julie Dietrich, Mayor Herrin, Denise Wroten

I. Introductions & Public Comment: (Riper)

In recognition for their years of service on the BID Board of Directors and BID Committees, outgoing Board members, Holly Brown and Tom Walsh were each presented with a Citation from the Office of the Mayor. Mayor Herron read the individual citations, aloud, which noted their significant contributions to the BID, Borough, and other downtown institutions, committees, councils, and boards. Thank you, Holly and Tom!

II. Approval of November Minutes:

-Motion to approve November Minutes

-Motion Passed: (Crisp / LeBold)

III. Comments of Chair: (Riper) Stressed the importance of Board member attendance at monthly Board of Directors meetings, and participation on one BID Committee.

IV. Executive Director Report: (Johnstone) *See Report* Tentatively scheduled for January 7, 2019, Aqua will begin a 90-day water pipe replacement project on West Gay Street (between Church & Matlack). The BID/Borough will coordinate a public meeting for Aqua to present an overview of the project and answer questions from impacted parties. At least one BID Board member is required to participate in the PDC Leadership Forum, taking place in Harrisburg, on December 18, 2018. Ken Winston has volunteered to attend.

V. Treasurer / Finance: (Reese) *See Reports / Emailed*

Advocacy – Increase in Clean / Green to \$25,000.

Business Attraction - \$1,000

Marketing / Customer Attraction – Reduced to \$47,500 (eliminate several sponsorships)

Personnel Expense: Significant increase to Health Insurance Benefit

Assessments Update: (McGuire) Municipal Claims will be filed on 12/21/18 for delinquent 2018 assessments. UTBF has revived liens that date back five years or more.

Unruh, Turner, Burke & Frees will be increasing their hourly rates in 2019, and will confirm the new rate, shortly. They will also make a recommendation for the BID to increase its legal fees for the municipal claims.

Motion to Approve Budget 2019

Motion Passed: (Walsh / Brown)

VI. WCDF (Holliday) The slate of members of the WCDF (2019-2022) Board will be presented for approval at the January 2019 BID Board of Directors. The Chester County Community Foundation will process the \$15,000 contribution check to the BID, on behalf of the WCDF. The WCDF-sponsored Holiday Caroling is underway! (Thank you, Julie May!)

VII. Borough Updates: (LeBold) The Borough is working through issues concerning the spike in monthly permits to WCU students, which has recently been reduced by (50). The Borough has moved back into the renovated Borough Hall building. Still considering plans to deck Lot #10. A 2019 increase, will take the Borough's earned income tax from 1% to 1.25%. The Railroad Restoration Commission has requested funding from the Borough for consulting

fees. Addressing issues concerning complaints about the Chestnut Street Parking Garage becoming increasingly full during weekday business hours. (Riper) pointed out that leaf-covered sidewalks have become hazardous, and requested that the Borough send out a robo call to remind residents to clear leaves from sidewalks, and of the Borough's process and dates for leaf removal.

VIII. Committee Reports: *(See Reports)*

Advocacy: Localized App – further discussion needed to examine possible BID support. West Chester Gift Card pilot program, introduced by Tony Celia, is underway.

Business Attraction: Denise Wroten and Ken Winston will co-chair, beginning January 2019.

Customer Attraction / Marketing: (Riper) 2019 downtown guides have been printed (75,000), and cases distributed to WCU, Uptown!, Hotel Warner, CCHS. Cases (135) shipped to CTM to fulfill contracted regional distribution, and a supply will be delivered to PA on Display provide a case to each of their (12) PA Welcome Center locations. Shop Small *WC* Weekend - Nov. 23-25: Promoted through BID/Chamber/FIG social media, street banner, window signage, print articles, and the Borough approved free metered parking all weekend. Adding to the downtown holiday festivities, Public Works has installed white lights, purchased by BID, on lampposts throughout town, and many of the shop and restaurant owners are in competition to be recognized by a team of PAC judges as having one of the top five holiday window displays in the downtown!

IX. Other:

(Walsh) Time to start thinking about ideas for celebrating the Borough of West Chester's 225th anniversary- happening in 5 years.

Next Meeting: Tuesday, December 11, 2018 – 8am – BID / Chamber Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | December 7, 2018 – January 4, 2019

Leadership Forum

Thank you to Ken Winston for attending the Leadership Forum held by the Pennsylvania Downtown Center and providing the report of meeting. Ken's participation insures that the BID remains in good standing for National Accreditation and Statewide Designation.

Matt Holliday honored

Congratulations to BID Board member and WCDF Chair Matt Holliday for being selected as the 2018 Senator Robert J. Thompson Public Service Award Recipient by the Exton Region Chamber of Commerce in recognition as the public official who has made an outstanding contribution to the region.

Banners celebrate the Chester County Community Foundation

25 banners will celebrate 25 years of the Chester County Community Foundation and the people who have contributed to make the West Chester community of better place. Banners will appear in the area of West Market and Church Streets. A banner story appears in the Sunday Daily Local News.

David E. Davis, III 1948—2018

The BID is sad to learn that David E. Davis, III, passed away December 27. He was business owner and consultant, art collector, and longtime resident of West Bradford Township. Dave was one of the very early champions of the BID and was part of the team that established the BID administration as we know it.

Borough Hall gets that new car smell

After a year of hiding in West Goshen, the staff of the Borough has move back to their old digs on Gay Street. The completely remodeled interior provides high tech A/V and better security.

Quotable quote

"West Chester is the Best Chester", so saith Emilia from West Chester PA, a call-in guest on Wait Wait. . . Don't Tell Me, a national syndicated NPR show aired on WHYI December 15/16, 2018, and on podcast.

West Chester Business Improvement District
Profit & Loss
 January through December 2018

| | <u>Jan - Dec 17</u> | <u>Jan - Dec 18</u> | <u>Budget 18</u> |
|---|---------------------|---------------------|-------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| BID Lein Legal Fee Reimbursed | 2,100.00 | 600.00 | 0.00 |
| BID Prop Asmt.-Late Fees 2018 | 0.00 | 709.32 | 1,040.00 |
| BID Property Assessment - 2017 | | | |
| BID Prop Asmt.-Late Fees 2017 | 618.08 | 0.00 | 0.00 |
| BID Property Assessment - 2017 - Other | 309,700.29 | 0.00 | 0.00 |
| Total BID Property Assessment - 2017 | <u>310,318.37</u> | <u>0.00</u> | <u>0.00</u> |
| BID Property Assessment - 2018 | | | |
| BID Property Assessment - 2018 - Other | 0.00 | 309,369.23 | 309,700.00 |
| Total BID Property Assessment - 2018 | <u>0.00</u> | <u>309,369.23</u> | <u>309,700.00</u> |
| Borough of West Chester In Lieu | 85,000.00 | 85,000.00 | 85,000.00 |
| Donations | 0.00 | -100.00 | 0.00 |
| Gift Card Program Income | -75.00 | 400.00 | 0.00 |
| WCDF Program Income | 15,000.00 | 15,000.00 | 15,000.00 |
| Total Income | <u>412,343.37</u> | <u>410,978.55</u> | <u>410,740.00</u> |
| Gross Profit | 412,343.37 | 410,978.55 | 410,740.00 |
| Expense | | | |
| Clean & Green | 22.75 | 0.00 | 0.00 |
| Clydesdale Event | 2,000.00 | 0.00 | 4,500.00 |
| BID OFFICE OPERATIONS | | | |
| Bank Fees / Overdraft Charges | | | |
| Bank fees | 74.33 | 500.00 | 0.00 |
| Bank Fees - Credit Card Interes | 0.00 | 32.18 | 0.00 |
| Interest - Loan Acct | 48.43 | 0.00 | 250.00 |
| Late Fees Incurred | 120.00 | 35.00 | 0.00 |
| Total Bank Fees / Overdraft Charges | <u>242.76</u> | <u>567.18</u> | <u>250.00</u> |
| Accounting/Audit | 6,500.00 | 6,700.00 | 7,200.00 |
| Bookkeeping Expense | 2,643.75 | 4,180.00 | 4,200.00 |
| Donations | 0.00 | 175.00 | 100.00 |
| Downtown Welcome Center | 121.36 | 0.00 | 0.00 |
| Insurance | | | |
| Administrator - Workers Comp. | 1,936.00 | 1,945.00 | 1,950.00 |
| Insurance - D&O | 2,427.00 | 2,427.00 | 2,500.00 |
| Total Insurance | <u>4,363.00</u> | <u>4,372.00</u> | <u>4,450.00</u> |
| Legal Fees / Assessment Coll. | 2,647.89 | 2,179.75 | 2,600.00 |
| Office Equip. Maint./Repair | 1,353.42 | 1,099.27 | 2,050.00 |
| Office Equipment Lease | 2,527.04 | 1,266.56 | 1,730.00 |
| Office Supplies | 2,809.24 | 983.54 | 2,050.00 |

West Chester Business Improvement District Profit & Loss

January through December 2018

| | <u>Jan - Dec 17</u> | <u>Jan - Dec 18</u> | <u>Budget 18</u> |
|--|---------------------|---------------------|------------------|
| Parking Validation | 1,710.00 | 1,500.00 | 2,050.00 |
| Postage | 991.98 | 640.31 | 510.00 |
| Printing | 187.00 | 78.00 | 510.00 |
| Rent | 21,375.87 | 24,670.44 | 24,670.00 |
| Train. & Dev. / Conf. | 1,667.90 | 1,485.34 | 3,075.00 |
| Utilities | 3,339.25 | 3,707.89 | 3,880.00 |
| Website / Computer/ Phone | 3,900.00 | 4,411.95 | 3,940.00 |
| Memberships / Subscriptions | | | |
| CLASSIC TOWNS - DVRPC | 2,500.00 | 2,500.00 | 2,500.00 |
| Constant Contact | 132.50 | 1,457.50 | 2,500.00 |
| PA Downtown Center | 0.00 | 275.00 | 0.00 |
| Memberships / Subscriptions - Other | 3,101.40 | 1,270.00 | 0.00 |
| Total Memberships / Subscriptions | <u>5,733.90</u> | <u>5,502.50</u> | <u>5,000.00</u> |
| Total BID OFFICE OPERATIONS | 62,114.36 | 63,519.73 | 68,265.00 |
| BID COMMITTEE EXPENSE | | | |
| ADVOCACY | | | |
| Clean & Green | 4,398.86 | 26,415.53 | 6,000.00 |
| Flower Beautification | 10,770.00 | 0.00 | 10,100.00 |
| Total ADVOCACY | <u>15,168.86</u> | <u>26,415.53</u> | <u>16,100.00</u> |
| BUSINESS ATTRACTION | 0.00 | 0.00 | 2,000.00 |
| MARKETING | | | |
| HYPER-LOCAL MARKETING | | | |
| Social Media Advertising | 6,939.22 | 4,665.30 | 0.00 |
| County Lines Magazine | 5,450.00 | 12,300.00 | 6,000.00 |
| FIG - West Chester | 12,000.00 | 12,500.00 | 10,000.00 |
| WC Parks & Rec Guides | 750.00 | 250.00 | 750.00 |
| WC Press | 2,000.00 | 0.00 | 0.00 |
| Total HYPER-LOCAL MARKETING | <u>27,139.22</u> | <u>29,715.30</u> | <u>16,750.00</u> |
| DESTINATION MARKETING | | | |
| Phila Conv Ctr Visitors Guide | 0.00 | 157.50 | 0.00 |
| Hotel Marketing Programs | 120.00 | 120.00 | 120.00 |
| TV - Brandywine Visitors Chan. | 4,950.00 | 0.00 | 4,950.00 |
| Total DESTINATION MARKETING | <u>5,070.00</u> | <u>277.50</u> | <u>5,070.00</u> |
| MEDIA SPONSORSHIPS | | | |
| History/Preservation Month | 4,738.46 | 5,027.00 | 5,000.00 |
| Swingin' Summer Thursday | 3,000.00 | 0.00 | 4,400.00 |
| Gallery Walk Sponsorship | 3,000.00 | 3,000.00 | 3,000.00 |
| Benchmark Bike Race Sponsorship | 2,500.00 | 2,500.00 | 2,500.00 |
| QVC WC Christmas Parade | 2,500.00 | 0.00 | 2,500.00 |
| UPTOWN! Marketing Support | 2,500.00 | 5,000.00 | 5,000.00 |
| Plein Air | 0.00 | 650.00 | 0.00 |
| West Chester Shop Small Weekend | 5,000.00 | 604.41 | 5,000.00 |
| Total MEDIA SPONSORSHIPS | <u>23,238.46</u> | <u>16,781.41</u> | <u>27,400.00</u> |

West Chester Business Improvement District Profit & Loss

January through December 2018

| | <u>Jan - Dec 17</u> | <u>Jan - Dec 18</u> | <u>Budget 18</u> |
|------------------------------------|---------------------|---------------------|------------------|
| Support Marketing | | | |
| CTM Brochure Distribution | 11,490.39 | 10,297.77 | 14,000.00 |
| Domain Registration | 40.00 | 40.00 | 0.00 |
| Website Enhancements/SEO | 4,080.00 | 4,980.00 | 4,135.00 |
| Promotions/Customer Attraction | 4,398.00 | 500.00 | 1,000.00 |
| Total Support Marketing | <u>20,008.39</u> | <u>15,817.77</u> | <u>19,135.00</u> |
| AAA PA Towns | 0.00 | 299.42 | 0.00 |
| Advertising / Marketing | 0.00 | 657.97 | 0.00 |
| Convention Center Visitors Guid | 300.00 | 300.00 | 300.00 |
| Downtown BANNER Program | 55.78 | 0.00 | 0.00 |
| MARKETING BROCHURES | | | |
| WC DOWNTOWN GUIDE | 0.00 | 11,627.50 | 5,000.00 |
| Total MARKETING BROCHURES | <u>0.00</u> | <u>11,627.50</u> | <u>5,000.00</u> |
| MARKETING OUTREACH | | | |
| DESTINATION MARKETING DMO | 6,589.59 | 0.00 | 85.00 |
| MARKETING OUTREACH - Other | 0.00 | 1,405.12 | 0.00 |
| Total MARKETING OUTREACH | <u>6,589.59</u> | <u>1,405.12</u> | <u>85.00</u> |
| Newsletter Design/Printing/DB | 45.00 | 0.00 | 0.00 |
| PRINT MEDIA | | | |
| CVB Visitors Guide | 1,395.00 | 0.00 | 0.00 |
| PRESERVATION MAG. READER SERVIC | 825.00 | 0.00 | 0.00 |
| PRINT MEDIA - Other | 541.19 | 0.00 | 0.00 |
| Total PRINT MEDIA | <u>2,761.19</u> | <u>0.00</u> | <u>0.00</u> |
| RADIO/TV/VIDEO | | | |
| BRANDING VIDEO | 765.00 | 0.00 | 0.00 |
| Total RADIO/TV/VIDEO | <u>765.00</u> | <u>0.00</u> | <u>0.00</u> |
| Sidewalk Sale | 666.88 | 188.63 | 1,000.00 |
| SPONSORSHIPS | | | |
| BRIDAL GUIDE | 609.00 | 0.00 | 0.00 |
| FASHION SHOW | 0.00 | 3,000.00 | 2,000.00 |
| Holiday Campaign | 0.00 | 1,600.00 | 0.00 |
| Pennsylvania Downtown Center Co | 0.00 | 4,000.00 | 0.00 |
| Total SPONSORSHIPS | <u>609.00</u> | <u>8,600.00</u> | <u>2,000.00</u> |
| UP ON THE ROOF | 138.90 | -604.00 | 0.00 |
| WC CHAMBER OF COMMERCE | 0.00 | 2,500.00 | 0.00 |
| MARKETING - Other | 0.00 | 229.33 | 0.00 |
| Total MARKETING | <u>87,387.41</u> | <u>87,795.95</u> | <u>76,740.00</u> |
| Total BID COMMITTEE EXPENSE | <u>102,556.27</u> | <u>114,211.48</u> | <u>94,840.00</u> |

**West Chester Business Improvement District
Advocacy & Design Meeting
December 14, 2018 | 8am
MINUTES**

Attendance: Chris Blakely, Chair; Dave Sweet, Holly Brown, Roy Smith, Tony Celia, Bruce Cavin, Fred Gusz, Ray Ott, Julie Dietrich, and Mayor Dianne Herrin. Staff: Malcolm Johnstone.

Minutes

Minutes of November 16, 2018 were reviewed and approved with a correction.

Citizens ad hoc finance committee

Mayor Herrin discussed recent activity from members of the 2011/2012 ad hoc finance committee to discuss financial solutions to the Borough's pension fund. The individuals are seeking to put a referendum on the ballot to force certain changes to the Borough budget. Fred said that they should not have led with such action. The Mayor indicated that she will invite such individuals to meetings to work out a reasonable approach to the situation.

Homeland Security training session

Mayor Herrin, along with the BID and Chamber, will be participating in a follow-up Homeland Security session hosted by the WCPD.

Parking situation at the Borough Garages

The Borough has taken action to reduce non-downtown usage of the Borough garages with immediate effect. As a result, available parking has increased with the garage closing all but eliminated. Julie indicated that in about a year there will be 450 more parking spaces at WCU Commons project. Holly also discussed the benefits of using pay kiosks for on-street parking.

Gift Card Program

Tony Celia reported to the committee that progress is being made to establish the West Chester Gift Card program, mostly with newer businesses.

Localized App

Julie reported that Dan Balmer is working with WCU Center for solutions to determine appropriate steps for his geo fencing ap.

Business Attraction & Retention Committee

MINUTES

January 2, 2019 | 8am

Present: Holly Brown, Acting Chair; Denise Wroten, Ken Winston, Philip Bieg, Nicky Lyddane. BID Staff: Malcolm Johnstone

Minutes

The minutes December 4, 2018 were presented without objections or corrections.

2018 Open/Closed businesses

The annual report indicating the number of business opening and closing was presented.

Total opened: 58 | total closed: 32 | net +26

Retail: 5 opened/ 6 closed | net -1

Restaurant: 8 opened/ 5 closed | net +2

Five Year Plan goals

The BID Board had requested that active committees begin the review process of goals as stated in the Five Year Plan to determine what action plan should be put into place to assure that the goals are completed or addressed through the BID term. The initial review showed that the goals had the following actions in place:

A) Grow a diverse and sustainable local economy that will ensure increased and enduring utilization of real estate in the BID.

1) Support Performing Arts Venue & Programming. re: Uptown Entertainment Alliance; DCED

The BID was instrumental in identifying and securing a \$200,000 grant-to-loan from the PA DCED for the theater. BID continues to support the theater with direct marketing funds and indirect marketing support. *In place*

2) Support Full Service Grocery Store. re: West Chester Food Co-op, DCED.

BID continues to support the West Chester Co-op and has identified the Post Office structure and old Rite Aid structure as potential locations pending decisions for the second hotel. *Continuing*

3) Guided by PDC vision, create a market based and asset driven approach for identifying and securing desired additions to the BID occupancy mix, including mapping and other tools needed to support this objective. re: Consultant, PDC, DCED, ULI.

Utilizing data from ULI and create by the BID, a short list of preferred business is being created as a hot list for preferred businesses. *In progress*

4) *Connect with other communities that have a retail recruiter for lessons learned. re: PDC, Lower Merion (Ardmore), York, Chestnut Hill, Carlisle.*

Staff and volunteers have met with Chestnut Hill, Carlisle, and Manayunk to of best practices. *In progress*

5) *Coordinate with the Borough's [Borough-wide] economic development efforts. re: Borough*

The current existing program in the Borough is Grow PA, supported by WCU. *Continuing*

B) Provide tourism amenities necessary to support West Chester as a destination town.

1) *Support a hotel in redeveloped F&M Building. re: Myles Land Development*

This project no longer exists. *Canceled*

2) *Support hotel in redeveloped Rite Aid. re: Zukin Realty In Progress*

3) *Support development of conference facilities. re: CCHS Added the Uptown! Knauer Performing Arts Center and align.Space to the possible venues. PDC Conference was recruited and PEDDA Conference is invited for 2020. Completed*

4) *Support development of a resource/visitors center. re: Borough*

Working with CVB, Chamber, and WCDF, a visitors center is in planning at 137 N High.

C) Increase transportation alternatives and enhance connectivity with Philadelphia.

1) *Support evening cab service in the Borough. re: Rainbow Cab Canceled due to Uber*

2) *Support Pedestrian and Bicycle linkages. re: CCPC, DVRPC Working with the Chester County Bicycle Coalition, West Chester has seen new road striping indication bike routes in the Borough, a bike map of recommended routes, and increased bicycle parking. In Progress*

3) *Support linkage to existing train service to Philadelphia. re: WCU, Rail Restoration Committee, BLUER, SEPTA, Krapf, CCPC, TMACC*

BID has developed a liaison position with DVRPC for regional updates and advocacy *In Progress*

4) *Support evening shuttle WCU-Downtown. re: WCU No Action*