

# WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

## BOARD MEETING

JANUARY 12, 2021

*(WEBEX)*

- |       |   |   |
|-------|---|---|
| I.    | <b>Introductions &amp; Public Comment:</b>  | (M. Reese)  |
| II.   | <b>Approval of December Minutes</b>   | (M. Reese)  |
| III.  | <b>Comments of Chair:</b>   | (M. Reese)  |
| IV.   | <b>Executive Director Report:</b>   | (J. O'Brien)  |
| V.    | <b>Treasurer/Finance:</b> <i>(See Reports)</i><br><i>-Resolution No. 2021-1 Imposing attorneys' fees upon unpaid Annual Assessments for which Municipal Claims are filed.</i> | (D. Wroten)   |
| VI.   | <b>County Update:</b>   | (J. Maxwell)  |
| VII.  | <b>Borough Update:</b>  | (B. Flynn)  |
| VIII. | <b>WCDF Update:</b>   | (M. Holliday)   |
| IX.   | <b>Committee Reports:</b> <i>See Reports</i><br>-Advocacy / Design<br>-Business Attraction<br>-Marketing (Dec. Meeting Canceled)  | (J. Dietrich)<br>(D. Wroten / K. Winston)<br>(T. Crisp) |
| X.    | <b>Other Business:</b>  |   |

**Next Meeting: Tues., February 9, 2021 – 8am - Webex**  
*Board meetings take place on the second Tuesday of the month)*

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT**  
**137 N. HIGH ST.**  
**BOARD OF DIRECTORS MEETING**  
**Webex**  
**December 8, 2020**

**Present Board:** T. Crisp, J. Dietrich, B. Flynn, M. Holliday, J. Long, J. Maxwell, R. May, M. Reese, S. Riper, W. Scott, A. Wetzel, K. Winston, D. Wroten  
**Absent Board:** P. Campbell  
**Present Other:** Brian Forgue  
**BID Staff:** J. O'Brien, E. McGuire, R. Agbokah

**I. Introductions and Public Comment:** Sandy welcomed Brian Forgue, who will join the BID Board of Directors, replacing Lance Nelson, on January 1, 2021.

**II. Approval of November Minutes:**

*Motion to Approve November Minutes:*  
*Motion Passed: (J. Long / T. Crisp)*

**III. Comments of Chair:** (S. Riper) *(See Letter from Sandy)*

*-Motion to Approve Slate of Officers to the West Chester BID Executive Committee:*

*Mike Reese, Chair; Matt Holliday, Vice-Chair;*  
*Denise Wroten, Treasurer; Jonathan Long, Secretary*

*Motion Passed: T. Crisp / K. Winston*

*-Motion to Accept the West Chester BID 2021 Meeting Schedule, to include moving the Advocacy/Design Committee meeting date to the 4<sup>th</sup> Friday of the month.*

*Motion Passed: (J. Long / T. Crisp)*

**IV. Executive Director Report - See Report**

The Borough Manager has received one objection to the reauthorization of the BID. John Laurento (129 W. Gay St.) did not indicate specific reasons for his objection. A public hearing is scheduled for Tues., Dec. 15, 2020 at 7pm. Borough Council will vote on the Municipal Services Agreement, and adopt the ordinance to reauthorize the BID for five years. *Agenda, Webex Link at West-Chester.com.* Receiving positive feedback from retailers about Shop Small Weekend. The Borough and BID will work with D. Herrin, C. Comitta to begin talks with the state to return Gay St. (Matlack St. to New St.) to the Borough.

**Treasurer / Finance: (M. Reese) See Reports**

Approx. \$24,000 in outstanding assessment collections at the end of November.

*-Motion to approve 2021 Budget, as presented.*

*Motion Passed: (T. Crisp / J. Long)*

*-Motion for the BID to move forward with mailing late notices, to include the 5% late fee, to property owners with past due assessment payments.*

*Motion Passed: (M. Reese / B. Scott)*

*-Motion to approve payment plan request for Classic Diner*

*Motion Passed: (T. Crisp, J. Long; B. Flynn Recused Himself)*

- V. **WCDF:** (M. Holliday) Recommendations for appointment to the WCDF Board will be presented to the BID Board of Directors, for approval, at the January meeting.
- VI. **County Update:** (Comm. Maxwell) The Commissioners announced a \$2.5 million COVID-19 Emergency Responder Organization Support Program, administered through the Chester County Department of Emergency Services.
- VII. **Borough Update:** (B. Flynn) Mayor Herrin takes new office on Jan. 5. She will likely hold both positions into February, at which time Borough Council will appoint an Interim Mayor to finish out D. Herrin's term. PECO will resume work on the Gay St. transformer project in mid-January.
- VIII. **Committees:**  
-Advocacy/Design: *See Report*  
-Business Attraction: *See Report*  
-Customer Attraction: *See Report*  
*FYI Philly* segment, highlighting Downtown West Chester at the holidays, will air Dec. 12 on 6 ABC. The West Chester Fire Dept., the BID, and the Chamber have partnered to bring Santa on a Fire Truck to West Chester on Saturday afternoons, between Thanksgiving and Christmas. Thank you and best of luck to Ruth Agbokah, who is in her final week of interning with the BID.

**Meeting Adjourned:** 9am

**Next Meeting:** Tuesday, January 12, 2021 – 8am - Webex

## Thank You from a Grateful Board Chair

*Dear West Chester Business Improvement District Board & Staff,*

*At the end of 4 years as a board member including the past three as Board Chair, I want to take a moment to share some observations and to thank you for the many ways each of you has worked to improve our organization and reach our collective goals.*

*As I reflect on my history with the creation some 20 years ago of the WCBID and my terms on the board over the past two decades, I am happy to have worked with you and other past board, committee and community people who share the same strong vision for downtown West Chester.*

*This vision comes with its challenges and none as difficult as those we face right now amid a Global Pandemic. As a board we have made some strategic changes that were needed to take the WCBID into the future and with these changes I feel confident that our mission will continue, and the downtown will not only survive but be ready to grow and improve post COVID.*

*I welcome our new Board Chair Michael Reese and the 2021 Executive Board of Directors; I will be happy to continue working as a board member for the duration of my term. I encourage the entire board to continue down the path of improving our organization and fulfilling our mission.*

*With my sincere thanks to everyone, Sandra Riper*

## **Executive Director Report January 12, 2021**

### Reauthorization

On Tuesday December 15<sup>th</sup> the BID was formally reauthorized by council when they unanimously adopted the resolution and municipal agreement. Having this reauthorization during 2020 was a unique and at time difficult journey. I want to thank the board for all of your hard work in getting this past the goal line. I want to also specifically thank Steve Pitcherella for his hard work. He has been a valuable asset to our board since the BID's inception 20 years ago.

### Assessment Collections

We currently have 19 outstanding assessments. Two of those outstanding assessments are for property owners that are in a board approved payment plans. The remaining 17 late assessments were mailed late notices with corresponding penalties on December 23<sup>rd</sup>. The notices inform the property owner that they have until January 31<sup>st</sup> to pay their assessment after which a lien may be filed on their property. The total outstanding assessment is for \$12,381.60.

### Holidays in West Chester

The decorations in town were very popular with business owners and customers visiting. I want to thank borough Public Works for taking the time to help us hang the bows throughout town. The greens that the BID purchased helped bring additional holiday spirit to town. We will be looking to replicate this in the future.

The Santa Claus fire truck rides were very successful and we had a good showing of children and their parents coming out to see him. I want to thank First West Chester Fire Company for helping us bring this event to town.

### Takeout Initiatives

During the governor's announced three-week shutdown of gyms and indoor dining, the BID worked hard to help promote our downtown restaurants and find ways to promote take out. Below are some of the ideas that we implemented. I also want to thank borough council for being a partner and supporting these initiatives.

- Restaurants are allowed to have outdoor dining throughout the winter.
- Restaurants have flexibility to use parking spots outside their restaurant for outdoor dining. Protections need to be taken to separate cars and customers. Please check with the borough if you plan on pursuing this.
- Worked with Council to create 10 minutes parking zones in front of restaurants to allow customers quickly stop in and get their takeout.
- Created a takeout pledge asking customers to commit to doing takeout 1 to 2 times a week. Hope is to create some viral momentum around the need to do takeout.
- Utilize existing Facebook groups to promote daily takeout options.
- Worked with Chamber of Commerce to revive the "Virtual Tip Jar".

- Had [www.downtownwestchester.com](http://www.downtownwestchester.com) as a central clearing house where customers can find stores that sell gift cards.
- Encourage restaurant owners to repurpose staff to serve as delivery drivers

### Gay Street Open Air Market

Gay Street was reopened to vehicle traffic on Monday November 30<sup>th</sup>. After all expenditures, the total amount balance is \$1,983.82. We have been working with Mayor Herrin and Mike Perrone to see if we can get control of the road back from the state. This will give us more options on any potential future closure.

<b>MAIN STREET STRONG</b>	
<b>GAY STREET OPEN-AIR MARKETPLACE BUDGET</b>	
<b>UDAG FUNDS</b>	
<b>ITEM</b>	<b>COST</b>
Bin blocks	\$ 3,200.00
Bin Block Removal	\$ 957.50
Hand sanitizing stations (n=16)	\$ 5,100.00
Batteries+Refills	\$ 1,299.00
Wells Fargo Signs	\$ 300.00
Traffic Cones	\$ 219.50
Roadway signage	\$ 5,300.00
PennDOT engineering consultant	\$ 6,440.00
Chestnut Street restriping	\$ 12,450.00
Safety signage & posters	\$ 2,134.05
<b>Sub Total</b>	<b>\$ 37,400.05</b>
Donations and Income	
UDAG Loan	\$ 36,000.00
Donation from Downtown Foundation for Signs	\$ 2,500.00
University Tees Donation	\$ 343.90
MainStreet Strong Tee Shirts	\$ 540.00
<b>Total Income</b>	<b>\$ 39,383.90</b>
<b>BALANCE</b>	<b>\$ 1,983.85</b>

### Website Update

Progress is continuing on the new website. We are meeting weekly with Internet RND. The website is still on track to be completed in January 2021. The total cost of the project will be \$11,250. We had budget \$20,000 for this project. Half of the cost was paid up front and the remaining \$5,625 will be paid in 2021 when the project is complete.

**West Chester Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
 January through December 2020

01/05/21

Accrual Basis

	Jan - Dec 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Gay St. Open Air Donations	3,383.90	2,500.00	883.90	135.4%
BID Lein Legal Fee Reimbursed	1,699.19	5,000.00	-3,300.81	34.0%
BID Property Assessment - 2017				
BID Prop Asmt.-Late Fees 2017	612.09			
<b>Total BID Property Assessment - 2017</b>	612.09			
BID Property Assessment - 2018	0.00			
BID Property Assessment - 2020	309,358.79	309,358.79	0.00	100.0%
Borough of West Chester In Lieu	85,000.00	85,000.00	0.00	100.0%
Misc. Income	325.00			
WCDF Program Income	15,000.00	15,000.00	0.00	100.0%
Grant	30,000.00	40,000.00	-10,000.00	75.0%
<b>Total Income</b>	445,378.97	456,858.79	-11,479.82	97.5%
<b>Gross Profit</b>	445,378.97	456,858.79	-11,479.82	97.5%
<b>Expense</b>				
<b>Support Marketing</b>				
WC Downtown Guide	0.00	0.00	0.00	0.0%
WC Press Taste of WC Soc Med	12,000.00	12,000.00	0.00	100.0%
Promotions/Customer Attraction	9,052.00	0.00	9,052.00	100.0%
Website Design	5,625.00	20,000.00	-14,375.00	28.1%
<b>Total Support Marketing</b>	26,677.00	32,000.00	-5,323.00	83.4%
UDAG	37,400.05			
<b>BID OFFICE OPERATIONS</b>				
Bank Fees / Overdraft Charges				
Interest - Loan Acct	304.60			
<b>Total Bank Fees / Overdraft Charges</b>	304.60			
Accounting/Audit	9,500.00	11,000.00	-1,500.00	86.4%
Bookeeping Expense	4,048.75	4,425.00	-376.25	91.5%
<b>Insurance</b>				
Administrator - Workers Comp.	2,230.00	3,500.00	-1,270.00	63.7%
Insurance - D&O	1,970.00	1,055.00	915.00	186.7%
<b>Total Insurance</b>	4,200.00	4,555.00	-355.00	92.2%
Legal Fees / Assessment Coll.	4,878.48	5,000.00	-121.52	97.6%
Office Equip. Maint./Repair	907.68	2,200.00	-1,292.32	41.3%
Office Equipment Lease	1,156.32	1,750.00	-593.68	66.1%
Office Supplies	1,743.79	3,194.00	-1,450.21	54.6%
Parking Validation	57.00	250.00	-193.00	22.8%
Postage	1,871.85	1,350.00	521.85	138.7%
<b>Printing</b>				
5-Year Plan	5,061.48			
Printing - Other	0.00	1,000.00	-1,000.00	0.0%
<b>Total Printing</b>	5,061.48	1,000.00	4,061.48	506.1%
Rent	25,667.16	25,680.00	-12.84	100.0%
Train. & Dev. / Conf.	0.00	700.00	-700.00	0.0%
Utilities	3,934.27	5,000.00	-1,065.73	78.7%
Website / Computer/ Phone	5,400.00	5,400.00	0.00	100.0%
Office Tech - iPhone,PBID Mgr	1,780.00	2,300.00	-520.00	77.4%
Constant Contact	1,457.50	1,600.00	-142.50	91.1%
PA Downtown Center	400.00	400.00	0.00	100.0%
<b>Total BID OFFICE OPERATIONS</b>	72,368.88	75,804.00	-3,435.12	95.5%

**West Chester Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
 January through December 2020

01/05/21

Accrual Basis

	Jan - Dec 20	Budget	\$ Over Budget	% of Budget
<b>BID COMMITTEE EXPENSE</b>				
<b>MARKETING</b>				
Print Advertising				
County Lines Magazine	1,525.00	1,525.00	0.00	100.0%
FIG - West Chester	12,500.00	12,500.00	0.00	100.0%
CTM Brochure Distribution	6,076.10	11,000.00	-4,923.90	55.2%
<b>Total Print Advertising</b>	<b>20,101.10</b>	<b>25,025.00</b>	<b>-4,923.90</b>	<b>80.3%</b>
Fall Holiday Contingency Mktg	0.00	57,500.00	-57,500.00	0.0%
<b>HYPER-LOCAL MARKETING</b>				
Social Media Advertising	6,695.14	5,000.00	1,695.14	133.9%
WC Parks & Rec Guides	0.00	0.00	0.00	0.0%
WC Press Magazine	0.00	0.00	0.00	0.0%
<b>Total HYPER-LOCAL MARKETING</b>	<b>6,695.14</b>	<b>5,000.00</b>	<b>1,695.14</b>	<b>133.9%</b>
<b>DESTINATION MARKETING</b>				
Hotel Marketing Programs	110.00	120.00	-10.00	91.7%
Phila Conv Ctr Visitors Guide	0.00	300.00	-300.00	0.0%
History/Preservation Month	0.00	1,000.00	-1,000.00	0.0%
<b>Total DESTINATION MARKETING</b>	<b>110.00</b>	<b>1,420.00</b>	<b>-1,310.00</b>	<b>7.7%</b>
<b>Events</b>				
Gallery Walk Sponsorship	0.00	0.00	0.00	0.0%
Sidewalk Sale	390.00	1,000.00	-610.00	39.0%
West Chester Shop Small Weekend	2,738.75	1,000.00	1,738.75	273.9%
Holiday Window Decorating	697.47	1,500.00	-802.53	46.5%
Swingin' Summer Thursday	0.00	0.00	0.00	0.0%
UPTOWN! Marketing Support	0.00	0.00	0.00	0.0%
West Chester Restaurant Assoc	0.00	0.00	0.00	0.0%
<b>Total Events</b>	<b>3,826.22</b>	<b>3,500.00</b>	<b>326.22</b>	<b>109.3%</b>
<b>Website</b>				
Domain Registration	40.00	40.00	0.00	100.0%
Website Enhancements/SEO	4,040.00	4,135.00	-95.00	97.7%
<b>Total Website</b>	<b>4,080.00</b>	<b>4,175.00</b>	<b>-95.00</b>	<b>97.7%</b>
<b>Total MARKETING</b>	<b>34,812.46</b>	<b>96,620.00</b>	<b>-61,807.54</b>	<b>36.0%</b>
<b>ADVOCACY</b>				
Clean & Green	20,820.00	25,500.00	-4,680.00	81.6%
<b>Total ADVOCACY</b>	<b>20,820.00</b>	<b>25,500.00</b>	<b>-4,680.00</b>	<b>81.6%</b>
<b>Total BID COMMITTEE EXPENSE</b>	<b>55,632.46</b>	<b>122,120.00</b>	<b>-66,487.54</b>	<b>45.6%</b>
<b>PERSONNEL</b>				
Payroll Processing Expense	1,432.00	1,450.00	-18.00	98.8%
BID Employer Taxes	12,276.39	13,000.00	-723.61	94.4%
<b>Director Salary &amp; Benefits</b>				
Director Salary - John	38,821.27	38,821.27	0.00	100.0%
<b>Director Benefits - John</b>				
Retirement Exp	316.68			
Healthcare Opt-Out Comp	2,500.00			
COBRA	2,114.76	2,114.76	0.00	100.0%
<b>Total Director Benefits - John</b>	<b>4,931.44</b>	<b>2,114.76</b>	<b>2,816.68</b>	<b>233.2%</b>
Director T&E Expenses	569.67	989.68	-420.01	57.6%
Director Salary - Malcolm	60,036.51	60,036.51	0.00	100.0%



**West Chester Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
 January through December 2020

01/05/21

Accrual Basis

	Jan - Dec 20	Budget	\$ Over Budget	% of Budget
Director Benefits - Malcolm				
Director Health Ins	15,504.44	15,504.44	0.00	100.0%
Director HSA contribution	3,000.00	3,000.00	0.00	100.0%
Director Dental	626.92	626.92	0.00	100.0%
Director Vision	98.28	98.28	0.00	100.0%
Director Retirement Exp	1,200.70	1,200.70	0.00	100.0%
<b>Total Director Benefits - Malcolm</b>	<b>20,430.34</b>	<b>20,430.34</b>	<b>0.00</b>	<b>100.0%</b>
<b>Total Director Salary &amp; Benefits</b>	<b>124,789.23</b>	<b>122,392.56</b>	<b>2,396.67</b>	<b>102.0%</b>
Office Manager Salary & Benefit				
Office Manager Salary	46,110.01	46,110.00	0.01	100.0%
Office Manager - Benefits				
Office Manager Health Ins	11,487.72	11,487.72	0.00	100.0%
Office Manager HSA	1,500.00	1,500.00	0.00	100.0%
Office Manager Dental	341.28	341.28	0.00	100.0%
Office Manager Vision	37.44	37.44	0.00	100.0%
Office Manager Retirement Exp	922.18	922.20	-0.02	100.0%
<b>Total Office Manager - Benefits</b>	<b>14,288.62</b>	<b>14,288.64</b>	<b>-0.02</b>	<b>100.0%</b>
<b>Total Office Manager Salary &amp; Benefit</b>	<b>60,398.63</b>	<b>60,398.64</b>	<b>-0.01</b>	<b>100.0%</b>
Communications Salary & Benefit				
Comm Specialist Salary	4,990.47	4,990.47	0.00	100.0%
Comm Specialist Benefits				
Comm Specialist Health Ins	1,435.97	1,435.97	0.00	100.0%
Comm Specialist HSA	1,500.00	1,500.00	0.00	100.0%
Comm Specialist Dental	42.66	42.66	0.00	100.0%
Comm Specialist Vision	4.68	4.68	0.00	100.0%
Comm Specialist Retirement Exp	99.81	99.81	0.00	100.0%
<b>Total Comm Specialist Benefits</b>	<b>3,083.12</b>	<b>3,083.12</b>	<b>0.00</b>	<b>100.0%</b>
<b>Total Communications Salary &amp; Benefit</b>	<b>8,073.59</b>	<b>8,073.59</b>	<b>0.00</b>	<b>100.0%</b>
Intern	2,123.00	1,620.00	503.00	131.0%
<b>Total PERSONNEL</b>	<b>209,092.84</b>	<b>206,934.79</b>	<b>2,158.05</b>	<b>101.0%</b>
BID Reauth PDC Consultant Fees	10,000.00	20,000.00	-10,000.00	50.0%
Suspense	237.27			
<b>Total Expense</b>	<b>411,408.50</b>	<b>456,858.79</b>	<b>-45,450.29</b>	<b>90.1%</b>
<b>Net Ordinary Income</b>	<b>33,970.47</b>	<b>0.00</b>	<b>33,970.47</b>	<b>100.0%</b>
<b>Net Income</b>	<b>33,970.47</b>	<b>0.00</b>	<b>33,970.47</b>	<b>100.0%</b>

RESOLUTION NO. 2021-1

RESOLUTION IMPOSING ATTORNEYS' FEES UPON  
UNPAID ANNUAL ASSESSMENT  
FOR WHICH MUNICIPAL CLAIMS ARE FILED

NOW, THEREFORE, on the 12<sup>th</sup> Day of January, 2021, it is hereby resolved by the West Chester Business Improvement District Authority as follows:

1. The Authority's solicitor, Ross Unruh, and his firm, Unruh, Turner, Burke & Frees, P.C., are hereby authorized to file municipal claims against property owners ("Owners") for properties which are located within the West Chester Business Improvement District ("Benefitted Properties") and for which any annual assessment remains unpaid (the "Delinquent Assessments").

2. The Authority hereby imposes as an additional cost to the Owners for whom there are Delinquent Assessments for their Benefitted Properties, and for whom municipal claims are filed, attorneys' fees and court costs for the collection of Delinquent Assessment to reimburse the Authority for the attorneys' fees which it incurs in filing municipal claims for Delinquent Assessments.

3. The Authority shall charge the Owners of Benefitted Properties with Delinquent Assessments for which municipal claims are filed reasonable attorneys' fees in the amount of \$450.00 per claim which is filed and \$190.00 per hour for legal work performed by a shareholder or an associate of Unruh, Turner, Burke & Frees, P.C., following the initial claim filing. The attorneys' fees shall be in addition to the Delinquent Assessments, the late charges, and any other costs incurred by the Authority in filing municipal claims.

4. Any resolution or portion of a resolution which is inconsistent with this Resolution is hereby rescinded.

5. This Resolution shall take effect immediately.

ATTEST:

WEST CHESTER BUSINESS  
IMPROVEMENT DISTRICT AUTHORITY

\_\_\_\_\_  
Denise Wroten, Treasurer

\_\_\_\_\_  
Michael Reese, Chair

# Agenda

8:00 am/ZOOM  
December 11, 2020  
Advocacy & Design Committee

-- Introductions- Julie Dietrich, Patti Campbell, Greg Radford, Roy Smith, Tony Celia, Dianne Herrin, John O'Brien

-- Minutes

-- Discussion

- Clean and Green Program
  - The committee was given an update by John O'Brien about new funding for the Clean and Green program. With Mayor Herrin leaving the mayoral office shortly, she has sought a partnership with the BID to use existing funds being held by the borough. The borough will continue to hold the funds and reimburse the BID for Clean and Green expenses. Some of the money is earmarked for gum removal and therefore must be used for that purpose.
  - Julie Dietrich suggested looking for a partnership with WCU Foundation to help fund Clean and Green programs. John O'Brien will reach out to Helen Hammerschmidt at the University.
  - John O'Brien has asked members to think of ideas to help amplify the beauty of downtown West Chester.
- Restaurant Takeout Initiative
  - With the governor's announcement of the closure of indoor dining the BID is working on finding ways to help restaurants survive what will be a challenging shutdown and challenging winter.
  - Takeout Pledge
    - The BID is working with WCU to design a takeout pledge asking a person to commit to doing takeout once or twice a week. The pledge will be an image that can be shared via social media to help create more awareness.
  - Facebook Group
    - The BID was going to try and create a Facebook Group to help connect customers and restaurants. However the committee suggested that the

group utilize the “Feed West Chester and Surrounding Areas” page since it was already established.

- Paid Media Advertising
    - The BID will spend funds to push the takeout message on social media.
  - Parking Zones
    - During Council’s next meeting, the BID is going to ask Council to create a program allowing restaurants to utilize their parking space in the evenings for takeout zones free of charge.
  - Gift Card sales
    - The Committee suggested that the downtownwestchester.com site include an area where someone can purchase gift cards.
  - Mayor Herrin suggested that the BID create a virtual tip jar. To allow quicker set up, the BID will work with the Chamber to reestablish the existing virtual tip jar.
- Short, Medium, and Long-Term Goals for 2021
    - The committee was not able to being planning out short, medium, and long-term goals for 2021 and will consider this in the January 2021 meeting.

-- Updates

- Holiday Season in Downtown West Chester
  - John O’Brien updated the committee on the partnership between the Chamber and the BID to decorate the downtown.

-- Items not on the agenda

-- Meetings in 2020: Second Friday of the month, 8:00 am; except May 8 moved to May 15 and October 9 moved to October 16.

# Business Attraction Committee Minutes

8:00 am/ZOOM  
January 5, 2021

- Introductions- Denise Wroten, Ken Winston, Phil Bieg, John O'Brien
- Minutes of the previous December 2020 meeting were approved.
- Discussion
  - Review List of Open Properties
    - One additional property was added to the list. The rear of 134 E Market is possibly going to be available for lease in August if the current tenant does not renew. John O'Brien also gave the committee an update on the progress of Stove and Tap and Sedona Taphouse. Both projects are moving forward and workers are actively framing out the buildings.
  - Supporting Businesses in Winter Months
    - John O'Brien updated on some of the BID's efforts to help restaurants in the winter months. This includes:
      - Restaurants are allowed to have outdoor dining throughout the winter.
      - Restaurants have flexibility to use parking spots outside their restaurant for outdoor dining. Protections need to be taken to separate cars and customers. Please check with the borough if you plan on pursuing this.
      - 10 minutes parking zones in front of restaurants to allow customers quickly stop in and get their takeout.
      - Created a takeout pledge asking customers to commit to doing takeout 1 to 2 times a week. Hope is to create some viral momentum around the need to do takeout.
      - Use [www.downtownwestchester.com](http://www.downtownwestchester.com) to create a central clearing house where customers can find stores that sell gift cards.

