

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

July 12, 2016

Agenda

BID Office – 119 N. High Street

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|-------|-------------------------------------|----------------|
| I. | Introductions & Public Comment | (Brown) |
| II. | Approval of June Minutes | (Brown) |
| III. | Comments of Chair | (Brown) |
| IV. | Executive Director Report | (Johnstone) |
| V. | Treasurer & Finance | (Blakely) |
| VI. | Borough Updates | (Cotter/Scott) |
| VII. | WCDF | (Wileczek) |
| VIII. | Committee Reports: | |
| | -Advocacy | (Gusz) |
| | -Business Attraction | (May/Walsh) |
| | -Customer Attraction | (Riper) |
| | -Design – (No Meeting / No Updates) | |
| IX. | Other Business: | |

Next Meeting: Tuesday, August 9, 2016 - 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING**

June 14, 2016

Present Board: C. Blakely, H. Brown, L. Nelson, R. May, R. Ott, S. Riper, B. Scott,
T. Walsh, K. Wilczek
Absent Board: T. Crisp, F. Gusz, M. Kichline, J. Norley, A. Wetzel, M. Yoder
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Mac Cotter – Borough Manager

Today's Meeting Will Not Be Recorded (Borough Laptop Currently Not Available)

I. Introductions & Public Comment: No Introductions / Comment

II. Approval of May Minutes

Motion to approve May Minutes:

Motion Passed: (Walsh / Riper)

III. Comments of Chair: (Brown) – *No Comment*

IV. Borough Updates: (M. Cotter/ B. Scott)

Stan Zukin has approached the Borough with several proposed changes to the approved plans for his hotel project. Requested changes include: -Increase Height 5', Install PTAC Units, Eliminate Step Back Component Borough Council voted to approve a settlement agreement with Pfizer, Inc. and Wyeth Pharmaceuticals, Inc., ending litigation over sewage treatment changes related to Wyeth's former production plant. Pfizer hopes to have the property sold by the end of 2016. A draft of the Comp Plan should be ready by the end of this week. The Borough hopes to adopt the ordinance in early fall. Several ordinances are being proposed or will soon be proposed, and include BYOB, Busking, Valet, Master Parking Plan. The Borough's funding of the Banner Program will be delayed for one year. BID and CCHS are working together on design and funding.

V. Executive Director's Report: (Johnstone)

Malcolm is currently attending the three-day PDC Annual Conference in Allentown, PA, and provided an update on some of the programs and activities -- Currently \$15-Million in grant applications, but only \$6-Million in funding is available. The Hotel Warner has been selected to be part of Historic Hotels in America – an official program of the National Trust for Historic Preservation.

VI. Treasurer & Finance (Blakely) Reports Distributed

Received full finding from the Borough and from the WCDF. Assessment billing went out on June 1, and payments are coming through. The Line of Credit with FCB (Uninvest) has been increased to \$75,000, of which \$25,000 has been moved into the BID's checking account. The loan will be repaid by the end of July.

VII. WCDF (Wileczek) The Up on the Roof was a sellout event, and more than 400 guests attended. Kathy will have an update on UOTR financials at the July meeting. Preservation Awards nominations period closed on June 10th. The WCDF will award a total of \$2,500 in grants to (6) local organizations to be officially announced and presented during the October Preservation Awards Ceremony.

VIII. Committee Reports:

-Advocacy (Johnstone) Report Distributed

At this time, the decision to award West Chester a \$500,000 Anchor Building grant-to-loan for the theater project is deferred, pending a possible re-submission of the application.

-Business Attraction (Walsh) Report Distributed

There has been a decrease in attendance at Business Attraction committee meetings. The committee is considering inviting guest speakers, such as Realtors, as a way to reenergize the committee.

-Customer Attraction / Marketing (Riper) Report Distributed

Summer Sidewalk Sale July 19th-24th. *After Work Wednesdays* (unified late hours to bring in mid-week customer traffic)

-Design (Johnstone) John Hannafin, Garin Baker, Artist/Muralist from Carriage House Art Studios met with members of the BID and HARB to discuss a mural public art program for West Chester.

Next Meeting: Tuesday, July 12, 2016 – 8am – BID Office Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | June 10 – July 8, 2016

Public Hearings for proposed ordinances and policies on Tuesday, July 26, 2016; 6pm

- Highway Occupancy Permit Amend
- BYOB Regulation
- Food Truck Regulation
- Valet Parking Regulation
- Café Permit Amendment
- Various Signage Amendments

The Busking Ordinance hearing will be scheduled to a later date (see next page).

West Chester named as a Nationally Accredited Program

Pennsylvania Downtown Center (PDC) recognized West Chester along with 34 other Pennsylvania downtowns in six regions that have been become “Nationally Accredited Programs” by the National Main Street Center (NMSC), a subsidiary of the National Trust for Historic Preservation. Receiving National Accreditation Main Street Program status is seen as a prominent recognition. West Chester is one of only three communities in the PA Southeast Region to be accredited.

Façade Improvement Pilot Program

The West Chester BID has been invited to apply to be in a Façade Improvement Pilot Program that is being created by the National Main Street Center (NMSC) for state programs. If Pennsylvania is selected, it will provide 20 small revolving loans to business owners in two accredited Main Street districts within the commonwealth. Business owners will use these loans to support visible improvements to buildings and storefronts. This program is intended to provide local Main Street programs with an additional “tool” in their economic vitality tool-box and help stimulate local economies using an innovative funding mechanism. Funding and loan administration will be issued from the NMSC. Design review, community selection, and project vetting will be conducted in partnership with the Pennsylvania Downtown Center.

Chester County Historical Society announces new president and librarian

The Chester County Historical Society has appointed Elizabeth M. Laurent to be its new president, effective July 25, 2016. After a national search, her selection was unanimously approved by the Board of Trustees in June, according to George Zumbano, Chairman. Laurent has been director of historic resources at Girard College in Philadelphia since 2008, previously serving as associate director since 2000, and originally as consulting curator of the Stephen Girard Collection. During her tenure, she reinterpreted and updated the school's museum, making it relevant to new generations of students, as well as visiting scholars and tourists.

Jasmine Smith has been hired as our new Librarian and she will be joining the CCHS staff effective July 25, 2016. Jasmine holds B.A. degrees in Studio Art and English from Ursinus College and an M.A. in Library and Information Science from the University of Arizona, School of Information.

Borough Council to Consider Proposed Street Performance Regulation Ordinance



July 7, 2016 | Submitted by The Borough of West Chester

West Chester PA -- Borough Council is considering implementing regulations that will permit street performing, or "busking", to occur in the Borough.

"Busking is an important element to a vibrant downtown in any community, when it is grounded in a set of rules that respect the needs on the busker, business owners, and residents of the community", stated Michael A. Cotter Borough Manager. "The draft ordinance balances those interests and protects the rights of all impacted by busking."

The draft ordinance is being proposed by Borough staff for Council to consider at a special public hearing the first week of August. The specific date, as of this date, has not been determined. At the public hearing, staff will review the ordinance with Council, take their questions and comments, and will hear from interested members of the public. The Public Hearing will be held in Council Chambers in the Borough Municipal Building, 401 E. Gay St, West Chester, PA.

The draft ordinance defines busking and buskers, and will only apply to busking as defined. Buskers will be required to obtain a permit from the Borough to perform. Busking is limited to certain hours of the day, Sunday through Thursday, between 9:00 a.m. and 9:00 p.m., and Fridays and Saturdays between 9:00 a.m. and 11:00 p.m. Busking on private property will require the written permission of the property owner.

Amplified music is prohibited, and busking must comply with the Borough's noise ordinance.

"People will have the right to undertake the activities defined in the ordinance as long as they are not busking" stated Mr. Cotter. "The proposed ordinance is intended to regulate busking as a commercial activity only, and represents a reasonable set of time, place and manner retractions on that commercial activity."

West Chester Business Improvement District

Budget vs. Actual

January through June 2016

	Jan - Jun 16	Budget	% of Budget
Ordinary Income/Expense			
Income			
BID Property Assessment - 2016	63,750.00	50,000.00	127.5%
Borough of West Chester In Lieu	85,000.00	85,000.00	100.0%
Earned Interest	56.15		
GRANTS			
PA DCED Grant	0.00	0.00	0.0%
PDC	0.00	0.00	0.0%
Total GRANTS	0.00	0.00	0.0%
Misc. Income	0.00	0.00	0.0%
WCDF Program Income	15,000.00	15,000.00	100.0%
Total Income	163,806.15	150,000.00	109.2%
Expense			
BID OFFICE OPERATIONS			
Accounting/Audit	7,041.01	6,900.00	102.04%
Bank Fees / Overdraft Charges			
Interest - Loan Acct	0.00	165.00	0.0%
Total Bank Fees / Overdraft Charges	0.00	165.00	0.0%
Bookeeping Expense	2,125.01	2,100.00	101.19%
Donations	50.00		
Exec. Dir. - Entertainment Exp.	353.76	390.00	90.71%
Exec. Dir. - Travel Expenses	292.55	1,780.24	16.43%
Exec. Dir. Consulting Exp.	0.00	0.00	0.0%
Insurance			
Administrator - Workers Comp.	1,886.00	1,680.00	112.26%
Insurance - D&O	2,427.00	2,427.00	100.0%
Total Insurance	4,313.00	4,107.00	105.02%
Legal Fees / Assessment Coll.	518.25	1,050.00	49.36%
Memberships / Subscriptions	1,190.00	1,249.98	95.2%
Office Equip. Maint./Repair	1,456.73	1,500.00	97.12%
Office Equipment Lease	908.06	810.00	112.11%
Office Supplies	798.41	1,172.48	68.1%
Parking Validation	706.50	465.25	151.85%
Postage	153.43	357.74	42.89%
Printing	141.01	150.00	94.01%
Rent	9,910.00	9,498.00	104.34%
Train. & Dev. / Conf.	2,158.13	1,500.00	143.88%
Travel & Mileage	285.10		
Utilities	1,528.60	1,578.88	96.82%
Website / Computer/ Phone	3,315.00	2,700.00	122.78%
Total BID OFFICE OPERATIONS	37,244.55	37,474.57	99.39%
BID PROJECTS			
ADVOCACY			
Director Salary & Benefits			
Director- Health Insurance Ben.	0.00	11,166.54	0.0%
Director - Life Insurance Ben.	0.00	165.00	0.0%

West Chester Business Improvement District

Budget vs. Actual

January through June 2016

	Jan - Jun 16	Budget	% of Budget
Director Benefits	21,456.12		
Director Pension Costs	703.86	842.40	83.55%
Director Salary	42,390.72	42,000.00	100.93%
Total Director Salary & Benefits	64,550.70	54,173.94	119.16%
Flower Beautification	2,320.00	5,004.00	46.36%
Total ADVOCACY	66,870.70	59,177.94	113.0%
ECONOMIC RESTRUCTURING			
Business Attraction			
PROGRAMS EXPENSES	0.00	0.00	0.0%
Total Business Attraction	0.00	0.00	0.0%
Total ECONOMIC RESTRUCTURING	0.00	0.00	0.0%
MARKETING			
AAA PA Towns	750.00	750.00	100.0%
Convention Center Visitors Guid	300.00		
HOTEL MARKETING PROGRAMS	60.00	60.00	100.0%
MARKETING BROCHURES			
DOWNTOWN EVENTS CARD	0.00	0.00	0.0%
WC DOWNTOWN GUIDE			
CTM BROCHURE DISTRIBUTION	5,480.03	4,192.51	130.71%
GUIDE DESIGN AND PRINTING	0.00	0.00	0.0%
Total WC DOWNTOWN GUIDE	5,480.03	4,192.51	130.71%
WC VISITORS GUIDE - MLT	1,005.00		
Total MARKETING BROCHURES	6,485.03	4,192.51	154.68%
MARKETING OUTREACH			
Social Media Advertising	334.85	2,400.00	13.95%
Total MARKETING OUTREACH	334.85	2,400.00	13.95%
PRINT MEDIA			
B'WINE VALLEY/CHESTER CTY GUIDE	700.00		
COUNTY LINES MAGAZINE	5,175.00	3,053.00	169.51%
CVB Visitors Guide	1,475.00	1,475.00	100.0%
FIG - WEST CHESTER	6,000.00	2,000.00	300.0%
GREATER WC CHAMBER DIRECTORY	0.00	250.00	0.0%
PA Vacation Guide	850.00		
Phila Convention Ctr Visitguide	0.00	300.00	0.0%
PRINT MEDIA - OTHER	0.00	665.00	0.0%
W. C. PARKS & RECREATION GUIDES	250.00	550.00	45.46%
PRINT MEDIA - Other	0.00	0.00	0.0%
Total PRINT MEDIA	14,450.00	8,293.00	174.24%
RADIO/TV/VIDEO			
TV - Brandywine Visitors Chan.	4,595.00	2,190.00	209.82%
Total RADIO/TV/VIDEO	4,595.00	2,190.00	209.82%

West Chester Business Improvement District

Budget vs. Actual

January through June 2016

	Jan - Jun 16	Budget	% of Budget
SPONSORSHIPS			
BRIDAL GUIDE	1,974.00		
HISTORY/PRESERVATION MONTH	5,864.87	5,869.00	99.93%
WCU Photo Contest Sponsorship	0.00	200.00	0.0%
Total SPONSORSHIPS	7,838.87	6,069.00	129.16%
WC CHAMBER OF COMMERCE			
GALLERY WALK SPONSORSHIP	1,795.00	1,500.00	119.67%
Total WC CHAMBER OF COMMERCE	1,795.00	1,500.00	119.67%
WEBSITE			
DOMAIN REGISTRATION	55.00		
WEBSITE ENHANCEMENTS/SEO	2,040.00	2,750.04	74.18%
Total WEBSITE	2,095.00	2,750.04	76.18%
Total MARKETING	38,703.75	28,204.55	137.23%
Total BID PROJECTS	105,574.45	87,382.49	120.82%
Payroll Expenses	1,329.37	1,173.00	113.33%
PERSONNEL			
BID Employer Taxes	6,256.90	7,824.00	79.97%
Com. Specialist pension	103.32		
Communication Specialist	14,521.51	17,000.04	85.42%
Employee - Health Insurance Ben	0.00	5,190.00	0.0%
Exec. Dir. - HSA contribution	3,000.00		
Office Manager Pension Costs	351.48	411.48	85.42%
Office Manager Salary	21,091.20	21,294.00	99.05%
Total PERSONNEL	45,324.41	51,719.52	87.64%
Total Expense	189,477.64	177,749.58	106.6%
Net Income	-25,671.49	-27,749.58	92.51%

West Chester Business Improvement District
Advocacy Meeting
June 24, 2016 | 8am
Minutes

In attendance: Fred Gusz, Chair; Holly Brown, Roy Smith. Staff: Malcolm Johnstone

The previous meeting minutes were reviewed with no objections.

Hotel Advocacy

The group reviewed the Position Statement of the BID concerning the proposed hotel at Gay & Walnut Streets. It was agreed to advocate for a public meeting with Borough Council to consider any changes the developer is requesting.

Parking Master Plan

A public meeting will be held June 30, 7pm, at Borough Hall concerning the Parking Master Plan being developed by Desman Consulting Agency. Malcolm was asked to send an e-blast reminding downtown folks of this event.

Downtown cleanup

To help advance the Clean & Green goal to “Restore Clean & Green Funding to previous levels”, members of the Advocacy Committee will continue to meet with interested persons and organizations to expand downtown clean-up activities.

Transitional building advocacy

Allen Fertik, part of a family that owns 117 W Gay St, shared a letter of concern with the owner of a structure next door at 127 W Gay St. It was recommended that Malcolm draft a letter for the Board to consider that supports the concern over the vacancy of this unique historic structure.

BYOB Ordinance

The Borough Council has approved the advertising of a public hearing on a proposed BYOB regulation ordinance for Tuesday, July 26, 2016. Malcolm will provide downtown stakeholders with the proposed draft.

Anchor Building Grant advocacy

Malcolm has communicated with officials from the state to continue to advocate for the approval of the Anchor Building Grant to Loan that supports the theater development at the Armory and has made appointments for officials to meet with theater stakeholders.

Next meeting: Friday, July 22, 2016, 8:00 am

WEST CHESTER BID
Business Attraction Committee
MINUTES
July 5, 2016 | 8am

Present: Lani Frank, Tom Walsh. Staff: Malcolm Johnstone

Minutes

There was discussion concerning the proposed Busking ordinance that is scheduled for a hearing on July 26, 2016, and the impact on walking tours.

Review of the 121-room Marriott Hotel project and the requested changes now before Borough Council that would move the project ahead. Specifically, a request is being made for a public presentation to review the project and request changes to certain engineering items that will reduce the cost of construction.

Discussion of Allen Fertik's letter to John Laurento concerning the condition of his building on West Gay Street.

West Chester BID Customer Marketing Committee

June 16, 2016 | 8am | West Chester BID

Present: L. Hoyer, M. Manning, C. Meadows, S. Riper, T. Walsh

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

May Minutes: *Distributed*

Marketing Budget & Plan May 2016: *Distributed* - **Total Budget: \$86,388**

UPDATES:

Banners (Johnstone/Riper) Banner Program approved at June Borough Council Mtg. BID and CCHS will coordinate on banner design, which will include Adrian Martinez, Marshall Humphry, Chester County Historical Society, and Artistic Vision of History.

CCHS (Hoyer) Lauren will be the Marketing Committee contact after July 7th (D. Reinfeld's last day at CCHS) Downtown Guides (Johnstone) Spectrum Printing quoted \$2,600 to reprint 25,000 Retail/Restaurant guides.

Summer Sidewalk Sale – July 19th – 24th. Budgeted \$1,000 for DLN Ads, FB Boosts. Information with the details of the Sidewalk Sale, along with window signage, will be distributed to downtown retailers.

Wayfinding Signage – The CCCVB is working with *Merje* (West Chester) to develop a wayfinding signage program- one that would extend beyond the boundaries of Chester County, to include areas of Delaware.

Discussed At May Meeting:

Weekday Retail Promotions – The committee discussed ideas to generate more foot traffic during the week. It was determined that there are enough activities in place for Thurs./Fri., and it was decided that *After Work Wednesdays*, would be the focus. BID will distribute memos to downtown businesses with specifics on the promotion, and to encourage on-going participation.

Winter Season Event – Karen Cavin reminded the group to think about ideas to bring customers into town during the Winter months.

DLN – The committee has expressed concern over the DLN's continued lack of interest in reporting on events and happenings in Downtown West Chester – (Gallery Walk, Armory/Theater Groundbreaking Ceremony, etc.) The BID will invite the DLN to meet with BID, Borough, Chamber and other downtown organizations to discuss this issue and express their interest in developing a reciprocal relationship with the local newspaper.

Next Meeting: Thursday, July 15, 2016 – 8am – BID Office Conf. Rm.