

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

Agenda

BID Office – 119 N. High Street

June 13, 2017

- I. Introductions & Public Comment:** (Riper)
- II. Approval of May Minutes** (Riper)
- III. Comments of Chair** (Riper)
- IV. Executive Director Report** (Johnstone)
- V. Treasurer & Finance** (Blakely/Reese)
- VI. Borough Updates** (LeBold)
- VII. WCDF** (Holliday)
- VIII. Committee Reports:**
 - Advocacy (Johnstone)
 - Business Attraction (Johnstone)
 - Customer Attraction (Riper)
 - Design (No Meeting / No Update)
- IX. Executive Session: Personnel, Property**

Next Meeting: Tuesday, July 11, 2017 - 8am – BID Office Conf. Rm.

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
May 9, 2017**

Present Board: C. Blakely, T. Crisp, M. Holliday, D. LeBold, R. May,
L. Nelson, M. Reese, T. Walsh, A. Wetzel, M. Yoder
Absent Board: H. Brown, M. Kichline, S. Riper, B. Scott, K. Winston
BID Staff: M. Johnstone, E. McGuire, E. Steinman

- I. Introductions:** No Introductions / Public Comment
- II. Comments of Chair:** (Riper) Mark Yoder provided an update on the proposed office move to 137 N. High St. The Chamber will occupy a portion of the first floor, with BID, Fig, Vista Today each subleasing, from the Chamber, other first floor space. A conference room and a visitor center area, with a *West Chester*-themed component, are also part of the first floor plans. Beacon Technologies has expressed interest in leasing a portion of the second floor, under their own lease. The Borough, Chamber, and Lamb McErlane are working together to address Retail Overlay District issues. A Sept 1, 2017 move in date is tentatively scheduled.

Motion for the Executive Director to work with the Chamber on the office move to 137 N. High St.

Motion Passed: (Walsh / May)

- III. Approval of April Minutes:**

Motion to approve April Minutes:

Motion Passed: (Yoder / Walsh)

- IV. Executive Director Report:** (Johnstone) *See Report*
The GAMSAs ceremony and reception was held in Pittsburgh on May 1. GAMSAs will be celebrated, locally, on May 11 at 5:30 pm, at the Chester County Historical Society. Governor Wolf appeared in the video presentation and offered the following message: *“I am very proud that West Chester was recognized by Main Street America for its success in revitalizing its business district and the surrounding area. Pennsylvania is home to so many vibrant, active communities, and West Chester is a model, worthy of recognition. I want to thank the West Chester officials, small businesses, and residents for their commitment to the continued growth and improvement of their community.”*

- V. **Treasurer & Finance: (Blakely) Reports Distributed**
 The *West Chester BID Property Assessment Data 2017 Update Report* was distributed and discussed:
 -Total BID Assessment after mixed use adjustment: +\$22,061. Part of the increase is due to the Chestnut Square parking lot being classified as a Benefitted Property, with a \$15,000 BID assessment. Malcolm will be in contact with Eli Kahn to discuss.
- Motion to accept the list of Benefitted Properties:***
Motion Passed: (Nelson / Walsh)
- VI. **Borough Update (LeBold) Master Parking Plan: *Desman Consultants Downtown Parking Recommendations (Partial) May 5, 2017*** to be considered at the Parking Committee meeting, was distributed. (Walsh) Plan should include non-enforcement of meters on First Friday in January and February. Historic Commission: The development of a Historic Commission is on the agenda for approval. Mural / Public Arts Program: Ad Hoc Committee will view a sampling of ordinances and present to Public Safety in June. A recommendation will be made to Borough Council for the creation of a Public Art and Structure Program. Smart Growth Committee: has turned down a request from Opa Opa for a café dining platform, because there are currently two café dining platforms on that block. Borough Council to consider closing Gay Street to vehicular traffic to create a pedestrian mall, as indicated in the Comp Plan.
- VII. **WCDF (Holliday)**
 Up on the Roof – Sat., June 3rd. Tickets still available.
 Preservation Awards – Nominations accepted through June 9th.
- VIII. **Committee Reports:**
Advocacy – Borough Council Executive Session in June to discuss Zukin’s proposed hotel development.
Business Attraction: No Meeting / No Update
Customer Attraction (Riper) The BID will sponsor a Video Feature Pilot Program which, initially, will include the production of twelve videos, comprised of eleven retailers and one restaurant.
Design (Johnstone) Considering GAMSAs banners at high traffic corners, first, then fill in other banner areas as funds are available. (Wetzel) suggested a *purchase a banner-type* program, where a banners could be purchased for \$100/each.
- IX. **Other:** Town Tours & Village Walks – June 15th!
- X. **Next Meeting:** June 13, 2017 – 8am – BID Office

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | May 6 – June 9, 2017

Brochure demand outpaces supply

We have exhausted the supply of the BID's Downtown Guides and cannot meet both the demands of CTM, our distribution company, and WCU. I would like consideration from the Board to reprint brochures before 2018.

Dire straits for National Parks

On May 23 I took a personal day to go to Washington DC and support the efforts of the National Trust for Historic Preservation in addressing the issue of deferred maintenance in our national parks system. We are seeking co-signers on a bipartisan bill to increase funding for the National Parks Service because Pennsylvania's national parks alone are now facing \$301.7 million in deferred maintenance. We see addressing the repair backlog as an opportunity for any infrastructure bill. This would help us maintain the economies of our downtowns that depend on heritage tourism for their livelihood. Closer to home, the Brandywine Valley's No. 1 attraction, Valley Forge National Historical Park with more than 2-million visitors a year, has a need of \$37.9-million. Any opportunity to encourage a congressman or senator to support such a bill would be appreciated.

On a side note, most of the congressional staff we met were less than 30-years-old. I was impressed that every single one had visited West Chester at least once.

West Chester BID makes the econ crowd

Earlier this year, I was invited to be part of a panel on a TV show called *Inside Pennsylvania Boroughs* on the Pennsylvania Cable Network. It will air this coming Sunday, June 11, at 5pm on PCN and again on June 25 at 2pm. Beginning Monday, June 12, it will be available at www.boroughs.org. I know it sounds obscure, but PA economic development professionals have been known to gravitate toward programs like this.

Speaker Series presents historic preservation presentation

Preserving the best of Pennsylvania's Heritage and Beauty is presented on Tuesday, June 20, 2017, 6:30pm at Uptown! Knauer Performing Arts Center. Mindy Crawford, executive director of Preservation Pennsylvania, and A. Roy Smith, Uptown! Performing Arts Board Member and former member of the BID Board, will each describe how Pennsylvania's rich heritage is being preserved plus the story of the Armory Building's conversion to a theater.

PDC assessment of the BID scheduled

The Pennsylvania Downtown Center (PDC), along with the PA Dept of Community & Economic Development, has scheduled August 8, 2017, our Board meeting date, to conduct a review of the BID. This is to maintain our Designation as a Main Street Community.

Managers meetings

I will be attending PA managers meetings Tuesday and Wednesday, June 13 & 14, in Harrisburg so will need to leave the board meeting a little early.

BID Budget Summary - January through May 2017

	Jan - May 2017	Budget	% of Budget
Ordinary Income/Expense			
Income			
BID Accounts Interest	0.00	58.30	0.0%
BID Lein Legal Fee Reimbursed	2,100.00		
Borough of West Chester In Lieu	85,000.00	42,500.00	200.0%
Donations	0.00	25.00	0.0%
WCDF Program Income	15,000.00	15,000.00	100.0%
Total Income	<u>102,100.00</u>	<u>57,583.30</u>	<u>177.31%</u>
Gross Profit	102,100.00	57,583.30	177.31%
Expense			
BID OFFICE OPERATIONS			
Total BID OFFICE OPERATIONS	32,909.17	30,670.50	107.3%
BID PROJECTS			
ADVOCACY			
Total ADVOCACY	38,926.67	51,345.90	75.81%
MARKETING			
Total MARKETING	<u>36,327.23</u>	<u>27,004.20</u>	<u>134.52%</u>
Total BID PROJECTS	75,253.90	78,350.10	96.05%
PERSONNEL			
Total PERSONNEL	40,627.40	52,520.05	77.36%
Total Expense	<u>148,790.47</u>	<u>161,540.65</u>	<u>92.11%</u>
Net Income	<u>46,690.47</u>	<u>103,957.35</u>	<u>44.91%</u>

- BID Assessments are out, we should see significant increases in income starting in July
 - The Borough has accelerated their contribution, we have received all \$85,000, which is why it shows as 200% of budget ytd.
 - the Finance Committee is meeting soon to revise the budget heading into the second half of the year.

West Chester Business Improvement District
Advocacy Meeting
April 28, 2017 | 8am
Minutes

In attendance: Fred Gusz, Dave Sweet, Bruce Cavin
Staff: Elle Steinman

The previous meeting minutes were reviewed and accepted with no objections.

Parking Study

Acknowledge and find out more information from Malcolm at next meeting.

Hotel Advocacy

It was agreed that the BID should join the Chamber in advocating for the new hotel.

Closing Gay Street

Definite unanimous reservations. Need more information/specifications to make decision.

Updates

Opa Opa Discussion

In agreement to support reconsideration of the 2 platform per block policy.

Other Stuff

Malcolm in DC update.

WEST CHESTER BID
Business Attraction Committee
MINUTES
June 6, 2017 | 8am

Present: R. May, C. Blakely, F. Gusz, S. Yustet, T. Walsh, Barry Wright, Chuck Swope
BID Staff: E. McGuire

May Minutes and Business Almanac – Distributed

Group Introductions

The “Available Retail Space” and “Available Office Space” sections of the website remain out of date. Tom Walsh – Prepare mailing to downtown commercial property owners, and local developers and realtors, requesting up to date list of space / property that is available for lease / sale in the BID District, and provide follow up communication once those spaces / properties have been leased / sold. Include in the mailing the current downtown guide/map.

Have available on the website video testimonials of downtown niche business owners.

(Swope) 30 S. High – Leased as a second location to “Pure Fire Pizza”, with the first being in Collegeville.

An Anchor Building Grant-to Loan agreement between Uptown Bravo Theater, LLC and the Borough of West Chester is scheduled to be signed by both parties on June 24, 2017.

Hotel – No Update.

Uptown Resident Dance Theater opened this weekend. Performances in a variety of genres, such as Soul, Gospel, Opera, etc. will be scheduled.

The Borough’s offices will occupy space located behind the West Chester Area Senior Center for at least a year, during the Borough Hall’s reconstruction project.

West Chester BID Customer Marketing Committee

May 18, 2017

BID Staff: M. Johnstone, E. McGuire, E. Steinman
K. Bender, K. Cavin, T. Crisp, D. Fairman, C. Meadows, B. Piner, S. Riper, T. Celia

Introductions

April Minutes Distributed

Marketing Budget / Plan: Current supply of Downtown Guides is limited to CTM's warehouse inventory, which is needed to fulfill contracted distribution services. Redesign and Printing cost estimated at \$25,000. The Finance Committee will consider this, and several other budgeting issues at their next meeting.

GAMSA Report (Johnstone) The West Chester BID accepted the Great American Main Street Award during the National Main Streets Conference in Pittsburgh on May 1st, and celebrated the recognition, locally, on May 11th during the West Chester BID's annual meeting at the Chester County Historical Society. The GAMSA video has had a FB reach of 170,000.

Video Feature Pilot Program – Working with Rich Glassman, Brandywine Visitor Channel, the BID-sponsored program will initially include production of twelve 15-second videos, comprised of 11 retail shops and 1 restaurant. The pilot program is expected to roll out in the 3rd and 4th quarters. Participating businesses will own their video, and the BID will promote the videos through social media.

Gallery Walk (Fairman) The evening brought in more than thirty talented artists and, despite the weather, a great crowd of art enthusiasts to Downtown West Chester! Congratulations to the participants, artists, and the Greater West Chester Chamber of Commerce for hosting another fantastic and well organized event!

Social Media Analytics April 2017 (Steinman) Report Distributed

Reach: 292,400; 785 New Page Likes for a total of 15,803 Likes.

Most Engaging Post: *Healthy Chester County (Boosted \$60) Reached: 33,100;*

Reactions, Comments, Shares 1,149; Post Clicks 1,826

Upcoming Events:

Summer Thurs. – June 1st, First Friday – June 2nd, Up on the Roof – June 3rd;

Super Sunday – June 4th, Summer Sidewalk Sale – July 20th, 21st, 22nd.

Benchmark West Chester Cycling Classic – August 12, 2017. The Chamber is working with the business owners on ideas to increase pedestrian traffic to Market Street.

November First Friday: “*Shop Small, Shop Local*”!

Next Meeting: Thursday, June 15, 2017 - 8am – BID Office Conf. Rm.