

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

Agenda

BID Office – 119 N. High Street

May 9, 2017

- I. Introductions & Public Comment:** (Holliday)
- II. Approval of April Minutes** (Holliday)
- III. Comments of Chair** (Holliday)
 - BID / Chamber Office Relocation (Yoder)
- IV. Executive Director Report** (Johnstone)
- V. Treasurer & Finance** (Blakely/Reese)
 - Approval of 2017 Assessment Billing
- VI. Borough Updates** (LeBold)
- VII. WCDF** (Holliday)
- VIII. Committee Reports:**
 - Advocacy (Johnstone)
 - Business Attraction (Meeting Canceled)
 - Customer Attraction (Johnstone)
 - Design (Johnstone)
- IX. Other Business:**

Next Meeting: Tuesday, June 13, 2017 – 8am – BID Office Conf. Rm.

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
April 11, 2017**

Present Board: H. Brown, C. Blakely, T. Crisp, M. Holliday, R. May, M. Reese, S. Riper, W. Scott, A. Wetzel, K. Winston, M. Yoder

Absent Board: M. Kichline, D. LeBold, L. Nelson, T. Walsh

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

Present Other: T. Gunther, K. Hudson, L. Maulo, W. Walton

- I. **Introductions:** Christine Gunther (Comm. Kichline's Office), and Kyle Hudson (Resident, Candidate for Mayor), were introduced.

- II. **Public Comment:** (Yoder) The BID, Chamber, Beacon are considering a move to 137 N. High St. (previously Fox Chase Bank). Brian McFadden, who recently purchased the building, will get back to Mark with costs.

Pool Together: (Hudson) A meeting to discuss opportunities for fundraising will take place on May 4th.

- III. **Approval of February Minutes:** *(No March Meeting)*

Motion to approve February Minutes:
Motion Passed: (Riper / Yoder)

- IV. **Comments of Chair:** (Brown)
Banking: The Board approved closing BID accounts at Univest Bank & Trust and opening accounts at Fulton Bank, to include checking, credit card, and line of credit.
Personnel: The Board approved a revision to the BID's Personnel Policy to include the addition of (5) days of Personal/Emergency Time Off (PETO), per year, for all full-time employees.
National Main Street Conference: May 1-3, Pittsburgh. The GAMSA Awards presentation is on May 1.
Statement of Financial Interests: *Distributed*

- V. **Executive Director:** (Johnstone) *Report Distributed*
The Hickman and Barclay have requested that BID promote its events on the website. The Board agreed to Malcolm's suggestion to list the events in the calendar section, only, and promote on Facebook.

- VI. **Treasurer & Finance: (Blakely)** *Reports Distributed* Myles Land & Improvement 2015 and 2016 liens have been satisfied. Finance will meet to determine how the \$12,791.22 will be incorporated into the budget. Maulo & Company, Ltd., Larry Maulo and Bill Walton presented a Draft of the 2016 Financial Statements, and noted high points: Revenues exceeded expenses by \$13,000. \$287,081 in assessments – a significant increase over 2015. It was advised that the funds from the Bartenders' Ball not be deposited into the BID bank account.

Motion to approve Draft of the Financial Statements of the West Chester Business Improvement District Authority – December 31, 2016.

Motion Passed: Reese / Crisp

- VII. **Borough Update:** (Scott) Work on the master parking plan continues. Mural Arts ad hoc committee will present proposed program to Borough Council. Borough Council will conduct interviews for Interim Mayor, and 4th and 6th Ward replacements for Jim Jones and Jordan Norley.

- VIII. **WCDF (Holliday) Board of Directors / Terms**
Term to 12/31/17: Patrick Comerford, Kathy Wileczek, Roy Smith, Deb Sparre.
Term to 12/31/18: Matt Holliday, President;
Don Vymazal, Secretary; Carl Wenrich, Treasurer;
Allen Burke.
Term to 12/31/19: Christopher Hazley – Vice-President,
Lance Nelson, Tracy Sammarone, Mark Thompson,
Ray Ott.

*Motion to confirm WCDF Board of Directors' Terms:
Motion Passed: (Blakely / Crisp)*

Up on the Roof – Exceeded \$32,000 sponsorships goal.
West Chester Preservation Awards – Accepting nominations now through June 9.

IX. Committee Reports:

Advocacy – In response to a request from Savvas Navrosidis, owner of Opa Opa, 122 E. Gay St., the committee prepared a letter to Borough Council asking that they reconsider the policy toward limiting dining platforms to no more than two per block. The BID Board has tabled the letter of support and has referred the issue back to Advocacy for further discussion.

Business Attraction (Johnstone) Actively recruiting a kitchen shop, such as Kitchen Kapers. (May) Anchor Building – Currently assessing the draft of the cooperative agreement between the Borough and Uptown!

Customer Attraction (Riper) Gallery Walk – May 5, Summer Sidewalk Sale July 20 – 22. Budweiser Clydesdales Sept. 1. Need theme for Nov. First Friday.

Design – Chester County CVB has completed Phase I of the Chester County Wayfinding Signage program. There was consensus to support the Wayfinding Program and to work with the Chamber and Borough to help fund the program and apply it to new signs on downtown parking garages.

X. Other: Uptown! will hold another New Year's Eve Gala!

Next Meeting: May 9, 2017 – 8am – BID Office

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | April 8 – May 5, 2017

We won!

And we will be celebrating West Chester's winning of the 2017 Great American Main Street Award (GAMSA) at West Chester BID's Annual Meeting, Thursday, May 11, at the Chester County Historical Society. The evening will begin with a light buffet, wine & beer, at 5:30pm, with a brief presentation at 6:15pm. GAMSA is a nationally prestigious recognition that was presented to us in front of 1,600 attendees at this year's National Main Street Conference in Pittsburgh. This award is all about the efforts that you, the volunteers and leaders of the downtown, have made to make downtown West Chester truly a great destination. It could not have been accomplished without the efforts and investment of each of the stakeholders like you!

Who's on first?

These days it can be a bit of a challenge keeping track of who's who on the Borough Council as they shuffle through transitions not seen before in West Chester history. But let's attempt it anyway. It began in August, 2016, when Michael Galey (D-Ward 3) was appointed by Council to fill out the term of Brian Abbott, who resigned. Then, with the resignation Council President Ellen Koopman (D-Ward 7) in December, she was replaced by Denise Polk (D-Ward 7). Diane Lebold (D-Ward 2) was selected as the new President. Jim Jones (D-Ward 6) resigned in March and Bernie Flynn (D-Ward 6) was appointed by Council to replace him. Jordan Norley (D-Ward 4), Vice-President of Council, resign from Council at 5:59pm on April 13 and about an hour later was appointed interim mayor to fill out the year for Carolyn Comitta, who resigned as mayor to be State Representative (D-156). Michael Stefano (D-Ward 4), a music teacher for the Tredyffrin/Easttown School District, was appointed to fill the Council seat vacated by Jordan Norley. Council appointed Michael Galey as Vice-President. This means that of the eight Council Members, five (a majority) have been appointed to their seats while three -- Bill Scott (D-Ward 1), Diane LeBold (D-Ward 2), and Don Braceland (D-Ward 5) -- remain duly elected.

Up on the Roof

Now is the time to get your tickets for the Annual Up On The Roof event on Saturday, June 3.

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

In attendance: Holly Brown, Acting Chair; Fred Gusz, Dave Sweet, Thomas Crisp, Biff Piner, Savvas Navrosidis, Kathy Wileczek. Staff: Malcolm Johnstone

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

Dining Platforms

It was agreed to set aside the previous position statement on dining platforms from March and to review the new Borough Parking Report with Borough representatives before coming up with a new position statement that is both fair and equal for downtown constituents.

Zukin Hotel Project

The proposed hotel project at Gay & Walnut will (hopefully) get before Council for a vote to allow requested changes or note. This is considered by the property owner to be the final action and will determine the fate of the proposed development. Staff was advised to send timely notices of surrounding business for supportive advocacy.

Updates

- Advocacy for Brad Liermann: Council granted outdoor platform
- Anchor Building Grant: approved & pending
- Comp Plan: approved
- USDA funding for West Chester: no action
- Skateboard prohibition at Chestnut St Garage: No Skateboarding signs posted
- Public Safety cameras fund-raising project: on-going
- Transitional building advocacy: ongoing

**West Chester Business Improvement District
Design Committee
Minutes
May 5, 2017 | 8:00am**

Present: Ray Ott, Fred Gusz, Roy Smith, and Malcolm Johnstone.

Banners

There was a consensus with members of the BID Board that GAMSA banners will be the first banners to be placed downtown.

Mural

The Borough is convening a public arts committee to discuss murals in the downtown. Ray Ott is participating in the committee.

West Chester BID Customer Marketing Committee

April 20, 2017 | 8am | West Chester BID

Present: H. Brown, M. Manning, C. Meadows, S. Riper
Theater Guys! Phineas Gage, Tony Sicilia - Alotta Java

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

March Minutes Distributed

Marketing Budget / Plan: The Executive Committee is scheduled to meet next week to discuss the budget. Malcolm suggests that a “Public Safety” line item be added to the Marketing budget to track police coverage expense for Budweiser Clydesdales, and (4) Swingin’ Summer Thursday events.

GAMSA – West Chester will be honored with a Great American Main Street Award on May 1, in Pittsburgh, Pa. We are one of only three in the nation to receive such recognition. The annual meeting of the West Chester BID will take place on May 11, where the award will be announced and celebrated at Chester Co. Historical Society.

Borough News – Jordan Norley has been appointed to the office of Interim Mayor.

Social Media Analytics March 2017 (E. Steinman) Report Distributed

Most Engaging Post: *Top 20 Best College Towns Article* (Boosted \$60 / (4) Days Reached: 75,152; Reactions, Comments, Shares: 2,111; Post Clicks: 3,651

AlottaJava (T. Scilia) Currently, twelve member businesses, with seven located in Downtown West Chester.

Next Meeting: Thursday, May 18, 2017 – 8am – BID Office Conf. Rm.