

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY**

**Tuesday, November 11, 2014**

**Agenda**

**BID Office – 119 N. High Street**

- I. Introductions & Public Comment (Smith)
- II. Approval of October Minutes (Smith)
- III. Comments of Chair (Smith)
- IV. Executive Director Report (Johnstone)
- V. WCDF (Wileczek)
- VI. Treasurer & Finance (Blakely)
- VII. Committee Reports:
  - a. Advocacy (Gusz)
  - b. Business Attraction (May/Walsh)
  - c. Design (Ott)
  - d. Marketing / Customer Attraction (Meadows)
- VIII. Other Business:

**Next Meeting: Tuesday, December 9, 2014 - 8am – BID Office**

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT**  
**BOARD OF DIRECTORS MEETING**  
October 14, 2014

**Present Board:** F. Gusz, R. May, C. Meadows, L. Nelson, R. Smith, T. Walsh,  
A. Wetzel, K. Wileczek, M. Yoder  
**Absent Board:** C. Blakely, H. Brown, P. Comerford, R. Costello, R. Ott, W. Scott  
**Present Other:** S. Fromnick  
**BID Staff:** M. Johnstone, E. McGuire; and Dan Price – *4 Points Consulting*

**I. Introductions & Public Comment:** No Introductions / Public Comments

**II. Approval of September Minutes:**

*Motion to approve September Minutes:*

*Motion Passed: (Gusz / Yoder)*

**III. Comments of Chair:** (Smith) – No Comments

**IV. Executive Director Report:** (Johnstone) – See *Exec. Dir. Report*, and *2015 Annual Goals for the West Chester BID*. Chestnut Street Lofts, StanAb's 60-unit residential complex, now leasing apartments at 117 E. Chestnut St.

**V. WCDF:** (Wileczek) The process through which the WCDF will receive funds from the West Chester Civic Association to be finalized, shortly.

**VI. Treasurer & Finance:** (Smith for Blakely):

Month-End Bank Balance: \$130,000 (includes \$39,000 earmarked for Façade Enhancement Program, and unresolved gift card funds).

*Motion to Adopt Resolution No. 2014-5 Imposing Attorneys' Fees Upon Unpaid Annual Assessments For Which Municipal Claims Are Filed.*

*Motion Passed: (May / Walsh)*

**VII. Committee Reports:**

**a. Advocacy:** (Gusz) *See Committee Report*

Eli Kahn is scheduled to present the plan for the Mosteller Corner Redevelopment to Borough Council on October 14, 2014.

During a recent phone-in meeting with postal and preservation authorities, historic covenants and possible requirements of keeping the Post Office at its current location, as well as consideration of a public access area, were discussed.

**b. Business Attraction:** (May/Walsh) *See Report*

(Price) 6-8 E. Gay St. is available, for sale. Tom Walsh provided an update regarding McCool's development – 80% leased, and tenants include one national, and regional and local chains.

**c. Design:** *See Report* (Correct today's agenda to reflect that the committee did meet in October)

**d. Marketing:** (Meadows) *See Report* An increase of \$15,000 is being requested in the 2015 budget. Originally budgeted at \$19,000, the Downtown Retail & Restaurant Guide brochure expense is reduced to \$10,000 – eliminating the expense to produce a new brochure, but continuing the services of CTM for distribution of the remaining 50,000 brochures, through 2015.

**VIII. Other Business: Board discussion regarding the BID By-Laws**

What constitutes a "Term" when a new board member is appointed to finish-out another board member's term?

Motion was made to adopt an amendment to the BID By-Laws to reflect that a partial term shall be counted as one of three consecutive terms. The motion was tabled.

(Nelson) Provide the board with a list of current board members and their terms. Board members should come to the Nov. meeting prepared with individual recommendations for appointments to the BID board of directors. Mark Yoder suggested a list of duties and responsibilities for new board members, and board bios from board candidates.

**Next Meeting: Tuesday, November 11, 2014 – 8am – BID Office Conf. Rm.**

## **Manager's Report to West Chester BID Board of Directors**

Malcolm Johnstone, Executive Director | October 10 – November 7, 2014

### **\$1-Million to be sought from DCED**

At the recent meeting of Pennsylvania Downtown Managers, a request was made by Beverly Hutzel, our contact at Pennsylvania Department of Community & Economic Development (DCED), to express the BID's intent to identify projects that would qualify for state grants. This is the first step in the state's granting process. I identified the armory theater redevelopment project for an Anchor Block grant-to-loan of up to \$500,000 plus our intent to apply for a State Re-development Grant of \$500,000 for the adaptive reuse of the Post Office. Only the BID, as a designated and accredited Main Street Program, is authorized to make such a submission for the Borough. However, if awarded, the grant will go to the Borough for the expressed purpose of loaning the funds for the development of the armory and Post Office projects under mutually agreed terms. Once the loan is repaid, the funds may be re-loaned for any community or economic development project within the entire Borough, similar to the Borough's current UDAG funds.

### **VisitPhilly.com**

I was invited to meet with Visit Philadelphia to highlight West Chester's attractions as part of the *Towns of Philadelphia Countryside* initiative funded by a \$850,000 PA Tourism Grant. West Chester is scheduled for photo shoot soon and I am working closely with the marketing departments at VisitPhilly.com to provide them with story angles.

### **PLCB Training**

The BID was invited to participate with the Mayor, Borough, Police Department, Chamber, and agencies from WCU to form a coalition whose working title is *West Chester Community Coalition* that will strategize on reducing alcohol related issues within the Borough. The team completed an initial two-day training provided by the Pennsylvania Liquor Control Board. It has been agreed that there is capacity available locally to comprehensively address such issues.

### **Longwood Gardens**

West Chester will once again participate with the Longwood Gardens Christmas Club for mutual promotional efforts between Longwood Gardens Christmas events and downtown West Chester.

### **Quote of the Day**

"Daddy! Do not die!" – Advice expressed by young John Yoder to his dad Mark Yoder as he attempted to repel 31-stories down One Liberty Place in Philadelphia along with 125 other crazy people including Mayor Carolyn Comitta, Allison Snavelly-Villano of Fig West Chester, and Council President Jordan Norley. The team raise more than \$10,000 for West Chester girls to attend Outward Bound. In fact, the Mayor ended up being the highest individual fundraiser in the event. "That's only made possible by our caring and generous community," she said.

Congratulations to Mayor Carolyn Comitta, (the still alive) Mark Yoder, and Team West Chester for a job well done supporting our West Chester girls!

**West Chester Business Improvement District  
Advocacy Meeting  
October 24, 2014  
Minutes**

In Attendance: Fred Gusz, Chair; Roy Smith, Ray Ott, Tony Mastroianni, Bruce Cavin, Jim Jefferis, David Mozzocco. Staff: Malcolm Johnstone, Dan Price.

The previous meeting minutes were reviewed.

**Consideration of Carlino's proposed request for an alcohol license.**

Tony reviewed the intention by Carlino's Specialty Foods to acquire an out-of-county liquor license (type R). They intend to have to-go beer sales and a wine bar for in-house sale only. There would be limited service hours. Committee members recommend that the BID encourage the Borough Council to come to a mutual agreement with Carlino's for the transfer of this license.

**Outreach meetings with business/property owners**

Dan suggested that it would be important to have regular meetings with downtown constituents beginning next year. The committee thought that was a good idea and recommended that each meeting have a focused theme.

**Church and Chestnut tree well**

The new tree well at Church and Chestnut is currently a weed patch. Malcolm will contact Public Works to ascertain where the Borough is with the Church Street project and advocate that the Borough should pay for the initial planting and the BID can take over the maintenance in the future planter maintenance contract.

**Plaza Development**

The Borough Council refused Eli Kahn's request to determine which direction development should take place at the corner of Gay & Church – plaza or "big box." The Mayor negotiated an extension of the schedule to a meeting in November, although there was no date specific.

**BID Ad Hoc Parking Committee**

Roy reported that the BID Parking Committee agreed that a survey should be generated by the BID to the constituents concerning the use of an automated systems in the garages. Other recommendations for minor changes with the parking were also considered.

## **BLUER**

Dave reported that BLUER will continue as a program under a different form to be determined by the Borough Council.

## **Post Office**

Roy reported that the position of the Post Office concerning divestment of the downtown structure has not changed but that both county and state historic preservation officials were concerned that the Section 106 process has not been fulfilled concerning the public access question; provisions for a lease back option; and review of the Historic Surplus Property program allowing the structure to go to the Borough. There is likely to be a concerted effort to see that part of the process completed before action will be taken.

## **Comprehensive Plan**

Malcolm noted that there was concern raised to by a resident of the Southeast that with high-end development occurring in the Borough gentrification could set in and displace the poorer residents of the neighborhood. It was agreed that such a concern should be addressed by the Comprehensive Plan.

## **Clean & Green**

The committee is interested to see the results, if any, that the Big Bellies have provided since they've been installed.

## **Pfizer**

Jim indicated that there is continued interest in establishing and developing a baseball field at the Pfizer property. The BID was unaware that any other interested party was currently considering that property. There will be a meeting at the Milton Center on November 10, 2014, to discuss such action.

**Minutes**  
**Business Attraction Committee**  
**West Chester Business Improvement District**  
**November 4, 2014**

**In Attendance:** Tom Walsh, Chris Blakely, Holly Brown, Roy Smith, TJ Spencer, Fred Gusz

**Staff:** Malcolm Johnstone, Daniel Price

**Minutes:** Passed with full approval (Motion by Holly Brown, second by Fred Gusz)

**Mosteller Plaza Proposal:** The committee discussed the proposed project at the corner of Gay & Church. Within the past month, Eli Kahn presented a sketch of the proposed development to Borough Council. While there is no formal proposal to council and it still is in HARB, the committee made a motion to be discussed by the board of directors:

**Motion made in support of the proposed sketch plan for the Mosteller Plaza Development (made by Holly Brown second by Chris Blakely)**

**Post Office:** The Post office has been requested to stay by members of the community. Based on limited available space in the downtown, it would be difficult for the Post Office to find a new location. This does not mean that it cannot still be sold, or have an additional use. It means that its been requested that they maintain their current location. They have not responded to the request as of yet.

**F&M Hotel:** According to TJ, the property owners are actively trying to encourage tenants to relocate because they will be moving forward with the proposed hotel. The property owners at this point have only done sketch presentations to HARB and borough council.

**Zukin Hotel:** The project is currently under lawsuit with the borough and Dan is working with Zukin Realty to come to a conclusion with this project.

**McCool Property:** According to Tom who spoke with the McCool's the retail component is 80% leased.

**Program Manager Report:** We are now down to six vacancies. Dan opened discussion on his ideas for a community/visitor center at the Swope building. The committee supports the idea and plans to make it a project as the BID moves towards reauthorization and the end of their lease. See attached.

**Business Almanac:** 2 new businesses opened, and there are several planned changes within the business community. See attached

**GIS MAP:** Temporarily on hold due to budget restraints.

**Theater:** The Theater is in the start of their capitol campaign.

**Meeting adjourned at 9:15am**

**Downtown Business Almanac**  
**West Chester Business Improvement District**  
**November 2014**

Total Number of Businesses: 528  
Number of restaurants: 74 (13%)  
Number of Retail: 83 (15%)  
Number of Professional Services: 375 (72%)

**Now Open**

**Retail/Restaurant: 2**

Mercato: 33-39 W. Market  
Sprout Music Collective: 130 East Prescott Alley

**Office: 0**

**Opening Soon: 10**

La Baguette Magique: 202 West Market (December 2014)  
Classic Diner: 16 East Gay Street (November 2014)  
Lorenzo & Sons pizzeria: 27 North High (Winter 2014)  
BoxCar Brewery: 142 East Market (Winter 2014)  
Cozy Kabob: 38 East Market  
The Master's Baker: 319 West Gay (Former Beans): (2015)  
Couch Tomato Café: 31 West Market (2015)  
Mediterranean Bakery: 154 W. Gay Street (2015)  
Stifel Investments: 15 East Gay (2015)  
RapidDough: 30 South High (2015)  
Food Market (TBD): 117 West Gay (2015)

**Closed Business: 1**

Obvi: 148 West Gay Street

**Planned Business changes within the BID: 7**

Hotel Warner expanding into former location of Salon Ooh La La  
Main Line Men's Clothing to expand into 131 West Market  
Salon Ooh La La moving to 133 North Church Street (TBD)  
Baco Taco expanding to adjacent property  
Dry Cleaning Business next to Baco set to close in January 2014  
Silvanus set to move to current Obvi location (148 West Gay Street)  
Salon (name unknown) moving to 121 West Market Street



**Business Attraction: Program Manager's Report: November 2014**

**Retail Space: 6**

**Gay: 2**

- 127 West (Laurentos)
  - Recent Action: Attempting to work with the property owner through mutual friends
  - Strengths: Large building centrally located on Gay Street.
  - Weaknesses: Property owner has shown limited interest in renting the facility
- 6 East (Main Line Men's)
  - Recent Action: Spoke to the agent and have a listing
  - Strengths: A lot of window space in one of the best locations in town.
  - Weaknesses: Has remained vacant for some time and will need work to repair

**Market: 1**

- 16 East (First Niagara)
  - Recent Action: Currently no office prospects. A few businesses have been walked through.
  - Strengths: Professional space with the potential for retail on a light retail block.
  - Weaknesses: Substantial renovations will need to be made if converted to a retail space.

**High: 2**

- 1 South (Swope Building)
  - Recent Action: Currently exploring a potential buyer and tenant
  - Strengths: Beautiful building at the towns second biggest intersection
  - Weaknesses: Past potential buyers and tenants have been reluctant of the price
- 21 South (RKM)
  - Recent Action: Have shown the property to two potential businesses, with no success
  - Strengths: Large space with great retail potential based on surrounding businesses
  - Weaknesses: Renovations should be made to accommodate additional uses.

**Church Street: 1**

- 20-22 North:
  - Recent Action: Currently exploring the possibility of new buyer
  - Strengths: Large building that is completely empty and will be across from new development
  - Weaknesses: Major renovations will need to be done in order to make retail/restaurant

**Office Space: 8**

220 West Gay

10 North Church

120 North Church

15 West Gay

121 North Walnut

17 W. Miner/Wilmont Mews

Market and Darlington NE Corner building

7 West Gay (Above Iron Hill)

West Chester Business Improvement District  
Design Meeting  
October 3, 2014

MINUTES

In attendance: Ray Ott, Chair; Fred Gusz, Roy Smith, Tom Walsh.  
Staff: Malcolm Johnstone, Daniel Price.

Malcolm reminded the group of the presentation scheduled for the Mosteller Development at Borough Council, Tuesday, October 14, 2014, 7pm at Borough Hall. Comments were made that a security plan for the plaza should be understood.

Regarding the banner program, the primary concern is who should be responsible for the costs of replacing 200 banners. Because the Borough had initially paid for the program through the wayfinding program, and it is one-time capital expenditure (although recurring as banners need to be replaced), it was agreed that there should be discussion with the Borough about providing funds for the project.

Dan suggested a proposal for gum removal on the sidewalks that would include a cost of about \$15,000 to be divided between the BID and WCDF.

# West Chester BID Customer Marketing Committee

October 16, 2014 | 8am | West Chester BID Conf. Rm.

**Present:** K. Cavin, P. Comerford, S. Johnstone, M. Manning, M. Martinez, C. Meadows

**BID Staff:** M. Johnstone, E. McGuire, R. Smith

*YTD (October 16, 2014) Budget Report – (Smith)* was distributed and shows a remaining balance of \$1,760. This could impact contracts with Fig and CTM for 4<sup>th</sup> Quarter advertising and directory distribution. Closer review of QB detail is necessary.

*2015 West Chester BID Marketing Program: Heart of the Brandywine:* Distributed / Discussed  
Expand the tertiary marketing efforts of the BID to be inclusive of the Brandywine Valley, through multiple platforms, on both the internet and conventional media. Goal: Attain a tertiary reach of 1,000,000 through partnerships with Fig, Greater West Chester Chamber, Longwood Gardens, VisitPhilly, Pennsylvania Downtown Center; Area Attractions. Cost: \$15,000

*Glitter & Glow (S. Johnstone)* updated the group on her progress regarding the November First Friday retail promotion that features a coordinated downtown luminary display. Currently, 27 downtown businesses are signed up to participate, and Susan will follow-up with those who have not yet responded. Sponsors include: West Chester BID, Mary Manning (Visual Expansion Gallery), and Patrick Comerford (Jane Chalfant).

Continued discussion regarding opportunities for the BID to promote themed events during February, March, April, November and June 2015.

**Black Friday:** Free garage and on-street parking on Nov. 28<sup>th</sup>. Malena Martinez designed signage to promote free parking. Businesses need to promote to their customers.

**Next Meeting:** Thursday, November 20, 2014 – 8am – BID Office

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