

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

November 8, 2016

Agenda

BID Office – 119 N. High Street

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|-------|--|------------------------------------|
| I. | Introductions & Public Comment | (Brown) |
| II. | Approval of October Minutes | (Brown) |
| III. | Comments of Chair | (Brown) |
| IV. | Executive Director Report | (Johnstone) |
| V. | Treasurer & Finance
-Free Range Assoc. / UTBF
-Budget 2017 | (Blakely) |
| VI. | Borough Updates | (Cotter/Scott) |
| VII. | WCDF | (Wileczek) |
| VIII. | Committee Reports:
-Advocacy
-Business Attraction
-Customer Attraction
-Deign (No Meeting/No Report) | (Gusz)
(May / Walsh)
(Riper) |
| IX. | Other Business: | |

Next Meeting: Tuesday, December 13, 2016 - 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
October 11, 2016**

Present Board: C. Blakely, H. Brown, F. Gusz, R. Ott, S. Riper,
T. Walsh, A. Wetzel
Absent Board: T. Crisp, M. Kichline, R. May, J. Norley, L. Nelson,
B. Scott, K. Wileczek, M. Yoder
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Suzanne Adams – West Chester Food Co-Op, and
Tony Webb – Public Comment

Today's meeting is not being recorded.

I. Introductions & Public Comment:

Tony Webb expressed to the Board his concerns regarding the proposed Busking Ordinance, which he described as “the Borough’s legislation of art”. Mr. Webb requested a roundtable discussion with representatives of the BID, Borough, Downtown Business Community, and Police, prior to the October 18th continuation of the Busking Ordinance Hearing. The Board agreed to Mr. Webb’s request with the following conditions:

- 1) All related defamatory comments are removed by Mr. Brause from his social media.
- 2) The meeting is to take place at Borough Hall; and
- 3) The meeting is not to be recorded.

Mr. Webb agreed to the BID’s conditions. Malcolm noted the stated purpose of the Ordinance is to encourage public performances that “do not interfere with the quiet enjoyment of residents, public safety, and the ability of businesses to conduct their business uninterrupted.” Ross Unruh, Unruh, Turner, Burke & Frees, has provided the BID with a list of options for civil actions.

II. *Motion to approve September Minutes:*
Motion passed: (Walsh / Riper)

III. Comments of Chair: (Brown)
Congratulations to the Chamber for a wonderful Fall Gallery Walk event! Stop by Marshall Square park to see the completed fountain restoration!

- IV. **Executive Director Report: Report Distributed**
The West Chester BID has been selected as a Semi-Finalist for the 2017 Great American Main Street Award (GAMSA). Final top three winners will be announced on May 1, 2017, at the National Main Street Conference in Pittsburg. Attended the PDC Managers Meeting, joined by Fred Gusz, in Gettysburg. West Chester recognized as age-friendly community by AARP, and ranks 33 in “Best College Towns in America” by CollegeRank.net.
- V. **Treasurer & Finance (Blakely) Reports Distributed**
Income within 2% of budget. Month-end bank balance: \$139,025
- VI. **Borough Updates: (Cotter)**
Miles Hotel Development (F&M) – Leasing 5th/6th floors to law firm, and planning for high-end restaurant to occupy lobby space. The Comp Plan will go to Borough Council next week, seeking authorization to make the plan available for public comment.
- VII. **WCDF (Johnstone) West Chester Preservation Awards Ceremony at CCHS on October 20th at 5:30 pm.**
- VIII. **Committee Reports:**
-**Advocacy** (Gusz) Suzanne Adams will convene an ad hoc committee to do a year-end evaluation of BID’s progress in meeting the goals stated in the Five Year Plan, and will also review the PDC’s Values Statement as an example piece, which may be helpful if any focus revisions are to be considered. Malcolm will contact the Borough to request regular enforcement of sidewalk cleaning/clearing.
-**Business Attraction** – Mac Cotter will have new Anchor Building Grant submission prepared and sent Oct. 14th.
-**Customer Attraction** – (Riper) *After Work Wednesdays* will continue through the end of the year. Malcolm will ask Borough Council to consider offering free parking during the holiday season.
-**Design** – No Meeting / No Update
- IX. **Other Business:** UEA’s New Year’s Eve grand opening Gala is sold out! PA Lottery shoot taking place on East Gay (Side Bar / Classic Diner) on Wed., Sept. 21.

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

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | October 7 – November 4, 2016

Administration of delinquent assessments

One of the delinquent assessments cannot be processed by Unruh Turner Burke & Frees due to a conflict of interest. However, they do have connections with Lamb McErlane and can easily pass this one assessment to them for processing. I would ask the Board to consider this for discussion and advise staff.

Playing with the big boys

What does Twitter, Amazon, Netflix, Airbnb, Vox, Etsy, and DowntownWestChester all have in common? On October 21 each of those websites saw a massive denial-of-service attack lasting up to several hours, although DowntownWestChester.com was restored in about an hour by our resourceful local team of IT experts. Wikileaks supporters took responsibility for the attack, claiming it was payback for cutting founder Julian Assange off from the Internet. The hackers also implied that Friday's incident was a "trial run" for a larger assault. Watch out.

EPA coming to West Chester because they like us

The EPA is coming to WCU on November 15, to conduct a recognition ceremony for the participants of the food composting project conducted by Denise Polk and supported by the BID. The regional director of the EPA will provide the recognition along with WCU Interim President Christopher Fiorentino. Afterward, there will be a walkthrough of how the food scraps diversion works. Yum.

Hotel Warner nominated for excellence

Historic Hotels of America and Historic Hotels Worldwide have announced that Hotel Warner, locally owned by Brian McFadden, has been nominated as *New Member of the Year* and is part of the nominee finalists for the 2016 Historic Hotels Awards of Excellence. The final award winners were announced on November 3 at The Royal Hawaiian in Honolulu, Hawai'i. From over 200 nominations, the awards committee evaluated and carefully considered who should be selected as the 2016 award nominee finalists. It included just five nominations for New Member of the Year along with hotels in Boston and New York.

Adrian Martinez exhibit now open

The eighteenth century world as Humphry Marshall knew it is artistically explored through the vision of acclaimed artist and guest curator Adrian Martinez. The exhibit showcases the richness of early Pennsylvanian history, presented in a series of twelve newly completed paintings by Martinez depicting the evolution of Chester County from frontier-land to farmland. To complement the exhibit, artifacts from the CCHS collection are also on display. See it at the Chester County Historical Society.

Quotable quote

"This is our first year in West Chester and we've been so impressed with all of the family friendly events." Correen Schall Facebook post, October 29, 2016.

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January through October 2016

Ordinary Income/Expense	Jan - Oct 16	Budget	\$ Over Budget	% of Budget
Income				
BID Prop. Asmt.- Late fee 2016	1,054.05			
BID Property Assessment - 2016	286,241.24	283,446.00	2,795.24	100.99%
Total BID Property Assessment - 2016	287,295.29	283,446.00	3,849.29	101.36%
Borough of West Chester In Lieu	85,000.00	85,000.00	0.00	100.0%
Donations	22.95			
Earned Interest	154.26			
WCDF Program Income	15,000.00	15,000.00	0.00	100.0%
Total Income	387,472.50	383,446.00	4,026.50	101.05%
Expense				
BID OFFICE OPERATIONS				
Accounting/Audit	7,194.54	6,900.00	294.54	104.27%
Interest - Loan Acct	619.55	165.00	454.55	375.49%
Total Bank Fees / Overdraft Charges	619.55	165.00	454.55	375.49%
Bookeeping Expense	3,668.76	3,500.00	168.76	104.82%
Clean & Green Supplies	634.96			
Donations	50.00			
Exec. Dir. - Entertainment Exp.	605.01	650.00	-44.99	93.08%
Exec. Dir. - Travel Expenses	416.89	1,917.12	-1,500.23	21.75%
Exec. Dir. Consulting Exp.	178.97	0.00	178.97	100.0%
Insurance				
Administrator - Workers Comp.	1,886.00	1,680.00	206.00	112.26%
Insurance - D&O	2,427.00	2,427.00	0.00	100.0%
Legal Fees / Assessment Coll.	617.25	1,750.00	-1,132.75	35.27%
Memberships / Subscriptions				
CLASSIC TOWNS - DVRPC	2,500.00	2,500.00	0.00	100.0%
Memberships / Subscriptions - Other	2,125.70	2,083.30	42.40	102.04%
Office Equip. Maint./Repair	1,930.82	2,500.00	-569.18	77.23%
Office Equipment Lease	1,278.54	1,350.00	-71.46	94.71%
Office Supplies	925.91	1,396.66	-470.75	66.3%
Parking Validation	1,920.00	911.00	1,009.00	210.76%
Postage	339.22	847.14	-507.92	40.04%
Printing	141.01	150.00	-8.99	94.01%
Rent	14,490.00	15,830.00	-1,340.00	91.54%
Train. & Dev. / Conf.	2,158.13	2,500.00	-341.87	86.33%
Travel & Mileage	431.30			
Utilities	2,766.80	3,045.28	-278.48	90.86%
Website / Computer/ Phone	4,815.00	4,500.00	315.00	107.0%
Total BID OFFICE OPERATIONS	54,121.36	56,602.50	-2,481.14	95.62%
BID PROJECTS				

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January through October 2016

	Jan - Oct 16	Budget	\$ Over Budget	% of Budget
ADVOCACY				
Director Salary & Benefits				
Director- Health Insurance Ben.	0.00	18,610.90	-18,610.90	0.0%
Director - Life Insurance Ben.	0.00	275.00	-275.00	0.0%
Director Benefits	21,401.62			
Director Pension Costs	1,135.68	1,404.00	-268.32	80.89%
Director Salary	67,579.38	70,000.00	-2,420.62	96.54%
Flower Beautification	7,485.00	8,340.00	-855.00	89.75%
Total ADVOCACY	97,641.48	98,629.90	-988.42	99.0%
ECONOMIC RESTRUCTURING				
Business Attraction				
PROGRAMS EXPENSES	0.00	0.00	0.00	0.0%
Total Business Attraction	0.00	0.00	0.00	0.0%
MARKETING				
AAA PA Towns	750.00	750.00	0.00	100.0%
After work Wednesday	62.01			
Convention Center Visitors Guid	300.00			
Downtown BANNER Program	5.00			
HOTEL MARKETING PROGRAMS	100.00	100.00	0.00	100.0%
MARKETING BROCHURES				
WC DOWNTOWN GUIDE				
CTM BROCHURE DISTRIBUTION	11,689.99	8,876.40	2,813.59	131.7%
GUIDE DESIGN AND PRINTING	0.00	9,700.00	-9,700.00	0.0%
WC DOWNTOWN GUIDE - Other	2,825.00			
MARKETING BROCHURES - Other	2,345.00			
Total MARKETING BROCHURES	16,859.99	18,576.40	-1,716.41	90.76%
MARKETING OUTREACH				
DMO Incentive	0.00	3,000.00	-3,000.00	0.0%
Social Media Advertising	1,149.85	5,171.00	-4,021.15	22.24%
MARKETING OUTREACH - Other	0.00	0.00	0.00	0.0%
Total MARKETING OUTREACH	1,149.85	8,171.00	-7,021.15	14.07%
PRINT MEDIA				
B'WINE VALLEY/CHESTER CTY GUIDE	700.00			
COUNTY LINES MAGAZINE	5,175.00	4,451.00	724.00	116.27%
CVB Visitors Guide	1,475.00	1,475.00	0.00	100.0%
FIG - WEST CHESTER	10,000.00	8,000.00	2,000.00	125.0%
GREATER WC CHAMBER DIRECTORY	0.00	250.00	-250.00	0.0%
Historic Walking Map	0.00	2,000.00	-2,000.00	0.0%
PA Vacation Guide	5,947.88	9,465.57	-3,517.69	62.84%
Phila Convention Ctr Visitguide	0.00	300.00	-300.00	0.0%

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January through October 2016

	Jan - Oct 16	Budget	\$ Over Budget	% of Budget
PRINT MEDIA - OTHER	0.00	665.00	-665.00	0.0%
W. C. PARKS & RECREATION GUIDES	750.00	1,000.00	-250.00	75.0%
PRINT MEDIA - Other	0.00	0.00	0.00	0.0%
Total PRINT MEDIA	24,047.88	27,606.57	-3,558.69	87.11%
RADIO/TV/VIDEO				
TV - Brandywine Visitors Chan.	4,595.00	4,599.00	-4.00	99.91%
RADIO/TV/VIDEO - Other	0.00	0.00	0.00	0.0%
Total RADIO/TV/VIDEO	4,595.00	4,599.00	-4.00	99.91%
Sidewalk Sale	1,779.32	1,000.00	779.32	177.93%
SPONSORSHIPS				
BRIDAL GUIDE	1,974.00	2,000.00	-26.00	98.7%
FASHION SHOW	2,000.00	2,000.00	0.00	100.0%
HISTORY/PRESERVATION MONTH	6,078.87	5,869.00	209.87	103.58%
RESTAURANT WEEK	0.00	0.00	0.00	0.0%
SWINGIN' SUMMER THURSDAY	2,000.00	2,800.00	-800.00	71.43%
WCU Photo Contest Sponsorship	0.00	200.00	-200.00	0.0%
WINTERFEST	0.00	0.00	0.00	0.0%
SPONSORSHIPS - Other	500.00			
Total SPONSORSHIPS	12,552.87	12,869.00	-316.13	97.54%
UP ON THE ROOF	-580.00			
Walking Tour Book	323.99			
WC CHAMBER OF COMMERCE				
GALLERY WALK SPONSORSHIP	3,000.00	3,000.00	0.00	100.0%
Iron Hill Bike Race Sponsorship	2,500.00	2,500.00	0.00	100.0%
OLD FASHION CHRISTMAS	0.00	2,500.00	-2,500.00	0.0%
Total WC CHAMBER OF COMMERCE	5,500.00	8,000.00	-2,500.00	68.75%
WEBSITE				
DOMAIN REGISTRATION	55.00			
WEBSITE ENHANCEMENTS/SEO	3,400.00	4,583.40	-1,183.40	74.18%
Total WEBSITE	3,455.00	4,583.40	-1,128.40	75.38%
Total MARKETING	70,900.91	86,255.37	-15,354.46	82.2%
Total BID PROJECTS	168,542.39	184,885.27	-16,342.88	91.16%
Payroll Expenses	2,004.22	1,955.00	49.22	102.52%
PERSONNEL				
BID Employer Taxes	10,450.79	13,040.00	-2,589.21	80.14%
Clean and Green	560.00			
Com. Specialist pension	265.96			
Communication Specialist	23,021.53	28,333.40	-5,311.87	81.25%

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January through October 2016

	Jan - Oct 16	Budget	\$ Over Budget	% of Budget
Employee - Health Insurance Ben	0.00	10,150.00	-10,150.00	0.0%
Exec. Dir. - HSA contribution	3,000.00	3,000.00	0.00	100.0%
Office Manager Pension Costs	562.38	685.80	-123.42	82.0%
Office Manager Salary	34,811.07	35,490.00	-678.93	98.09%
Total PERSONNEL	72,671.73	90,699.20	-18,027.47	80.12%
service fee	4.86			
Total Expense	297,344.56	334,141.97	-36,797.41	88.99%

West Chester Business Improvement District
Advocacy Meeting
October 28, 2016 | 8am
Minutes

In attendance: Fred Gusz, Chair; Jim Jefferis, Ray Ott, Bruce Cavin, Suzanne Adams, Ken Winston, Holly Brown, Meghan Fogarty, Dave Sweet. Staff: Malcolm Johnstone

The previous meeting minutes were reviewed with no objections.

Public Safety cameras fund-raising project

Mayor Comitta and Police Chief Bohn have endorsed a GoFundMe campaign created by Dean and Alison Donley called Safe Streets West Chester to be used for the purchase and installation of cameras in strategic locations around town to assist in identifying any crimes being committed. By October 28, over \$2,000 has been collected towards a goal of \$100,000. The BID has been asked to support through our social media channels and outreach. The Committee voted to support this action.

Skateboarding issue at Chestnut Street Garage area

The committee reviewed a request from the owner of Jane Chalfant to address the issue of skateboarding in and around the Chestnut Street Garage (see below) and agreed to take this to the Board for consideration to have the Borough install signage at the garage.

Borough Market Analysis, Comp Plan

There was discussion concerning the apparent proposal within the West Chester Borough Comprehensive Plan to develop a Market Analysis. While such a study would be focused on downtown, there was discussion that it should take into consideration the entire Borough.

Food Waste Program

Meghan gave an update on the Food Waste program that the BID is a sponsor of. Ten participating restaurants are seeing 3 to 4 tons of food waste per pick-up and hauled to a top secret location for composting.

Hotel Advocacy

There should be a meeting in the near future between the hotel developers and the Borough seeking changes to their plan.

To Whom It May Concern,

I would like to take a minute and discuss an issue we are having in the Chestnut Street/Walnut Garage and the surrounding side walk area.

There is a constant stream of teenagers skate boarding in the area. There are many different groups of four to six teenagers at a time ranging from middle school age through high school. They are skating in the elevator entrance and up and down the side walk area in the alley. They also go up and down the curb at high speeds and then in to the alley itself mixing with car traffic.

One day I saw a group go into the old Rite Aid parking lot and take wood out of a pickup truck to build a ramp which they set up on the sidewalk. (The truck belonged to someone working inside the building.)

The teenagers are not good about leaving the area when asked! When I have asked them to leave the area they have repeatedly told me that the employees in the garage do not mind them skating there. So I have begun calling the police to ask them to come and request the skaters to leave. Obviously, the police have more important things to do but if the garage employees are allowing this then it has to be taken to a further level.

I have spoken several times to the Facility Manager, Abraham Freiha, and he has been very cooperative. When I call him he does walk out and ask the teenagers to leave the area. The other employees are not willing to intervene. One employee, named Kyle, refused to intervene and told me, "I am not security!" There are also groups of teenagers that hang out on the 8th floor and they throw food and frisbees at people walking on the sidewalk below.

The issue is not just four teenagers...there are several different groups. If this is not addressed, the group size will only grow and become more unmanageable.

There are no posted signs that say NO Loitering, NO skateboarding etcetera. That would be extremely helpful!!!

Also someone must decide who is responsible to ask the skaters to leave the area. If not the garage employees then maybe they should be asked to hire a security guard to rotate from one garage to another. (Not borough council, but the firm that has been hired to manage all the garages.) This is probably unrealistic.

If signs are posted then all the employees have to do is point to the sign and say "Please leave or I will be forced to call the police."

I think this would alleviate the problem.

Please let me know if it would be helpful for me to speak to the committee in person. We have rear windows that give a clear shot of the alley and we can hear the skaters as well.

Thank you for your time and consideration,

Kiki Comerford
Jane Chalfant Shop

WEST CHESTER BID
Business Attraction Committee
MINUTES
November 1, 2016 | 8am

Present: Richard May, Tom Walsh, Chris Blakely. Staff: Malcolm Johnstone

Minutes

Reviewed and accepted with no objection.

Public funding for Theater

The USDA has become interested in exploring funding options for the Theater project with a meeting preliminarily scheduled for mid-November.

Hotel updates

It is hoped that Zukin Properties and Borough officials will meet soon to work out details to proceed with the development of a new hotel at Gay & Walnut.

Blighted buildings

The definition of blighted buildings was reviewed by the group.

Downtown Business Almanac

Almanac was reviewed and corrections/updates were provided including the potential for related businesses for the new theater project.

Next meeting: December 6, 2016

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
November 1, 2016

Total Number of Businesses: 564
Number of restaurants: 76 (14%)
Number of Retail: 73 (14%)
Number of Professional Services: 425 (72%)

Now Open

Retail: 0

Restaurant: 0

Retail Service: 2

Gentleman Jack's Tattoo Gallery: 130 E Market
Brow Bar: 131 W Gay

Office/professional service: 2

Bradford A Markowitz, LPC: 142 W Market St
Melissa Markowitz, LCSW: 142 W Market Street, Suite 302
Prospect Mortgage: 17 W Gay, #104

Opening Soon: 10

Blue Oyster, 131 N High
(?) Morgan Hill Home: 13 W Gay St
Bove Jewelers: 113 W Gay
Opa Opa: 122 E Gay
Sugar on Top: 148 W Gay
Uptown! Theater Company: 226 N High
Knauer Theater for the Performing Arts: 226 N High
Resident Theatre Company: 226 N High
Nickerson-Rossi Dance: 226 N High
Yahaira Paredes Productions: 226 N High

Closed/Moved: 0

Business changes within the BID: 3

Emily Alice: 35 S High St, moving to 29 S High, upper level
The Social has moved from 39 E Gay to 117 E Gay
WC Studio for the Performing Arts moving to the Theater

Planned Business changes within the BID: 2

Carlino's is proposing to apply for an economic development liquor license (TBD)
i Pasta set to expand into 136 East Gay Street (TBD)

West Chester BID Customer Marketing Committee

October 20, 2016 | 8am | West Chester BID

Present: H. Brown, K. Cavin, D. Fairman, L. Hoyer, C. Meadows, S. Riper

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

2017 West Chester BID Marketing Program Draft - Total Budget: \$87,000

- 1) \$300: Philadelphia Convention Center Visitors Guide (120k)
- 2) \$120: Hotel Marketing Programs (website) HotelsInWestChester.com
- 3) \$10,888: Downtown Guide Brochure/CTM distribution (25k) Reduced from \$15,000.
- 4) \$9,000: Social Media Advertising
- 5) \$6,000: County Lines Magazine ads (15k x 3 = 45k) January, June, December
- 6) \$1,475: CVB Visitors Guide (75,000 reach) Recommend collaboration with hotel, CCHS, and/or theater.
- 7) \$10,000: West Chester Fig - Size and geographic expansion planned for 2017.
- 8) \$825: Preservation Magazine Winter w/Reader Services (155k) - Recommend collaboration with CCHS.
- 9) \$750: Parks & Rec Activity Guide/Full Pg. 16,500 x 3
- 10) \$4,950: Video and TV-Brandywine Visitors Channel
- 11) \$2,000: Summer Sidewalk Sale - Retail direct response event.
- 12) \$2,000: WC Press Fashion Issue.
- 13) \$5,000: History Day/Preservation Month
- 14) \$4,400: Swingin' Summer Thursdays Sponsorship (4 Festival Events) .
- 15) \$4,500: Clydesdales Event – Fundraising by WCDF to pay for police coverage recommended.
- 16) \$5,000: Destination Marketing
- 17) \$3,000: Gallery Walk Sponsorships
- 18) \$2,500: Iron Hill Twilight Race Series Sponsorship
- 19) \$2,500: Old-Fashioned Christmas Sponsorship
- 20) \$4,135: Website SEO (250,000)
- 21) \$892: Print/Design/Photo
- 22) \$5,000: West Chester Film Festival (sponsorship) Supports long-standing annual event and new theater.
- 23) \$765: Branding Video
- 24) \$1,000: Bride Guide

OPTIONS: In 2017, apply for 2-year, \$50,000 matching Implementation Grant from DCED for website redesign; brochure redesign; Brandywine Traveler expansion, etc.

Upcoming Events: Small Business Saturday: Nov. 26th, WC Christmas Parade: Dec. 2nd

Social Media & Website Analytics Report: September 2016 (E. Steinman) *Report Distributed*
Reach: 225,000 (through organic and paid posts created and shared); Engagement: 20,000; Likes 8,711.
Highlights: PA Lottery Post

Next Meeting: Thursday, November 17, 2016 - 8am – BID Office Conf. Rm.