

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

October 13, 2015

Agenda

BID Office – 119 N. High Street

- I. Introductions & Public Comment (Brown)
- II. Approval of September Minutes (Brown)
- III. Comments of Chair (Brown)
- 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 – (No Mtg.) (Ott)
 - d. Marketing (Riper)
- VIII. Other Business:

Next Meeting: Tuesday, November 10, 2015 - 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
SEPTEMBER 13, 2015**

Present Board: H. Brown, C. Blakely, F. Gusz, R. May, J. Norley, R. Ott, S. Riper,
T. Walsh, K. Wileczek
Absent Board: T. Crisp, M. Kichline, L. Nelson, B. Scott, A. Wetzel, M. Yoder
BID Staff: M. Johnstone, E. McGuire
Present Other: Suzanne Adams, Steve Fromnick, Steve Pitcherella

I. Introductions & Public Comment: (No Introductions/Public Comment)

II. Approval of August Minutes:

Motion to approve August Minutes:

Motion passed: (Walsh / Ott)

III. Comments of Chair: (Brown)

(Pitcherella) provided an overview of the presentation to council that will take place during the Public Hearing on September 22, 2015. Several members of the BID Board and the Re-Authorization Committee will address Council on the various aspects of the BID:

- Suzanne Adams (Plan Overview)
- Holly Brown (Organization)
- Sandy Riper (Design/Banners)
- Sandy Riper (Marketing / Customer Attraction)
- Richard May (Business Attraction)
- Roy Smith (Clean & Green)

Following the presentations, Borough Council will hear from several members of the downtown business community.

The West Chester BID Preliminary 5 Year Plan (2016-2020) was mailed, on August 21, 2015, to all downtown property and business owners.

IV. Executive Director Report: *See Report*

Malcolm worked closely with the downtown licensed establishments to ensure that they were RAMP certified. RAMP certification was a prerequisite to becoming a stop along the Budweiser Clydesdale's route during the September 4th event. West Chester ranks number 1 in the state in percentage of RAMP certified establishments. Total event outreach (website, Facebook): 83,383

V. WCDF (Wileczek) *See Report*

The WCDF will award (6) \$2,500 grants during the October 22nd Preservation Awards Ceremony.

VI. Treasurer & Finance: (Blakely) No Report (Computer Virus)

VII. Committee Reports:

Advocacy: (Gusz) *See Report*

West Chester Food Co-Op held its first pop up event on Sept. 10th.

VIII. Other:

(Walsh) Parking should be free on Black Friday. Malcolm will be in contact with the Borough's Parking Dept. for clarification.

Next Meeting: Tuesday, October 13, 2015 - 8am – BID Office.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | September 5 – October 9, 2015

Borough Council approves BID Preliminary Plan to Final Plan

(per e-mail by Holly) After a three hour meeting on September 22, the Borough Council voted 4-3 to accept the Preliminary Five Year Plan as the Final Plan. There were two minor adjustments: 1) a street correction for parcel 0108 04350000 and 2) a note indicating that the 2016 budget is a "proposed" budget. This was done at the insistence of Councilman Abbot, who stated that BID should not assume that they would be receiving the \$85,000 contribution from the Borough.

The positive votes came from Ms. Koopman, Mr. Braceland, and Mr. Norley. The no votes were from Mr. Scott, Mr. Shin, and Mr. Abbott. With Ms. Jones absent, the Mayor cast the tie breaker which gave us a 4-3 victory.

As a result of the vote, the 45-day period for stakeholders to cast a no vote began and will end on Friday, November 6. If fewer than 40-percent of the stakeholders file objections by that date, the Council will then advertise and hold a hearing to enact an ordinance adopting the Final Plan. This will occur at a Council hearing on Tuesday, November 17, 6pm.

Several downtown property owners, retailers, and stakeholders attended the meeting to speak on behalf of the BID. Thank you to Lara Ross, Len Doyle, Stephenie Stevens, Dave Fairman, Kathleen Vaughn, and David Reinfeld for sitting through more than two hours of questions and comments in order to show their support.

A huge thank you to Suzanne Adams and Stephen Pitcherella for taking on the task of preparing the plan, and to Elizabeth McGuire for, as always, her unending helping hand.

Pennsylvania Downtown Center meetings

I will be attending required manager meetings hosted by the Pennsylvania Downtown Center on the following dates:

- Wednesday, October 14 (in Hazleton, but back in time for Council meetings);
- Monday, October 26 in Harrisburg for "Economic Restructuring Training" (business attraction);
- Community Revitalization Network Meeting on Wednesday, December 16, in Downingtown followed by a Leadership Forum at 6pm which is for Board members exclusively and required for accreditation. Board members are encouraged to attend.

Please plan to attend. . .

HISTORIC PRESERVATION AWARDS at CCHS

Thursday, October 22, 2015 | 5:30pm

The West Chester Downtown Foundation presents the 2015 Historic Preservation Awards held, for the first time, as an evening presentation at the Chester County Historical Society. With more than 4,200 structures listed on the National Register of Historic Places within the Borough, outstanding projects, both commercial and residential, as well as individuals that have made significant contributions to preservation, are carefully selected and recognized as premier examples within the historic community. Ticketed Event.

West Chester BID Advocacy Committee

September 25, 2015 | 8am | West Chester BID Conf. Rm.

Present: H. Brown, B. Cavin, F. Gusz, D. Mazzocco, R. Ott, R. Smith – **BID Staff:** E. McGuire

Introductions: No Introductions.

Minutes: August Minutes Approved.

Updates:

BID Re-Authorization: The West Chester BID Five Year Plan (2016-2020) was adopted by Borough Council at a Special Public Hearing on September 22, 2015.

Clydesdale Event: A great event! Bigger and more organized than last year's. Malcolm worked closely with downtown liquor license holders to ensure that they are RAMP certified.

BLUER: (Mozacco) Charter ends first of the year. An ordinance from Council is needed to develop a *Sustainability Advisory Committee/SAC*. Mozacco would remain involved in an outside advisory capacity.

Clean & Green: (Gusz) The committee approved a quote from Gary Zang with an annual cost of \$400 to enhance the two flower beds on the northeast corner of Gay / High. Malcolm is to approach QVC to secure additional funding. A communication from BID to property and business owners is necessary as a reminder to clean their sidewalks and to advise that the Borough will be enforcing fines.

Next Meeting: Friday, October 23, 2015 - 8:00 am – BID Office Conf. Rm.

WEST CHESTER BID
Business Attraction Committee
MINUTES
October 6, 2015 | 8am

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

Mapping program

Malcolm demonstrated the Google My Map system which allows multiple platforms for virtually any application. The mapping system was introduced by Internet RND, a downtown business, and is available at no cost to the BID which will manage the program in-house.

Manager's Report

Malcolm reviewed the packet of materials with the committee which is customized for each prospect. It generally includes such items as the Downtown Guide which automatically includes every restaurant and retailer, the Destination Downtown West Chester booklet as an overview of the BID as a resource agency, the Brandywine Traveler as a curated attraction piece, and the Then & Now of Historic West Chester supplement demonstrating the historic character and preservation culture of downtown. Also included are pages of available properties with contact information.

Other items

Regarding the vacant space at 127 W Gay, it was suggested that Malcolm contact the Chester County Historical Society to have them consider a window display at that location and work with the property owner to try to make it happen.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
October 6, 2015

Total Number of Businesses: 554
Number of restaurants: 78 (14%)
Number of Retail: 74 (13%)
Number of Professional Services: 402 (73%)

Now Open

Retail/Restaurant: 0

Office: 0

Opening Soon: 8

Dazzling Diamonds: 113 W Gay (Fall 2016)
Lorenzo & Sons pizzeria: 27 N High (August 2015)
T'Ever Café: 124 East Market (TBD)
Shawarma: 38 East Market (2015)
The Master's Baker: 319 West Gay (Former Beans): (June 2015)
Mediterranean Bakery: 154 W. Gay Street (2015)
Firehouse 51: 30 North Church (2015)
West Chester Coffee & Ice Cream Shop: 6 East Gay (2015)

Closed/Moved: 0

Planned Business changes within the BID: 5

Susquehanna Bank is changing its name to BT&T Bank
Hotel Warner expanding into adjacent space of Salon Ooh La La
Baco Taco expanding to adjacent property (8 West Gay Street)
Carlino's is proposing to apply for a liquor license (TBD)
i Pasta set to expand into 136 East Gay Street (TBD)
Synchrony is moving from F&M to a purchased property at 20-22 N Church

Recently moved or potential relocation of business: 1

Synchrony is moving from 2 West Market to 20/22 North Church (TBD)

Development Projects 3

Hotel at F&M Building
Hotel at 39 E Gay
Chestnut Street Apartments

Transitional properties

- 1) First Block (Kahn development)
- 2) 125-127 N Church (West Chester Soft Pretzel Factory)
- 3) 39 E Gay (Rite Aid)
- 4) 127 W Gay (Laurento's)

West Chester BID Customer Marketing Committee

September 17, 2015 | 8am | West Chester BID Conf. Rm.

Present: K. Cavin, D. Fairman, M. Manning, S. Riper

BID Staff: M. Johnstone, E. McGuire

WC BID Reauthorization:

West Chester BID 5-Year Plan – On Sept. 22, the West Chester Borough Council will consider making the current plan the Final Plan. This would begin the 45-day remonstrance (objection) period.

Updates:

-Budweiser Clydesdales - Great event! Total Outreach: (Website/Facebook) 83,383

-Sip & Stroll – Sat., Aug. 22, 2015. Malcolm stressed the importance of having the 2016 date confirmed at least ninety days ahead, and suggested that the *Sip* aspect be eliminated, as this created confusion with customers who expected drink specials at downtown restaurants.

Holiday Advertising / Promotions:

-First Friday, November 6th – “Holiday Wish List Night”. Karen will design posters. Elizabeth reprint/distribute Holiday Wish List cards.

-Black Friday – The BID will run ads in the DLN (Weekender) the weekend before Thanksgiving and the weekend before Black Friday. Website, posters, DLN ads, free press.

-Small Business Saturday – Partner w/Amex. Chamber sends links to retailers to receive SBS Amex packets.

Next Meeting: Thursday, October 15, 2015 - 8am – BID Office