

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

October 11, 2016

Agenda

BID Office – 119 N. High Street

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|-------|---|------------------------------------|
| I. | Introductions & Public Comment | (Brown) |
| II. | Approval of September Minutes | (Brown) |
| III. | Comments of Chair | (Brown) |
| IV. | Executive Director Report | (Johnstone) |
| V. | Treasurer & Finance
<i>-Resolution To Impose Attorney Fees Upon
Unpaid Annual Assessments For Which
Municipal Claims Are Filed</i> | (Blakely) |
| VI. | Borough Updates | (Cotter/Scott) |
| VII. | WCDF | (Wileczek) |
| VIII. | Committee Reports:
-Advocacy –
-Business Attraction
-Customer Attraction
-Deign (No Report) | (Gusz)
(May / Walsh)
(Riper) |
| IX. | Other Business: | |

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

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
SEPTEMBER 13, 2016**

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

Due to technical difficulties, today's meeting is not being recorded.

I. Introductions & Public Comment:
Chris Hazley, Hazley Builders, was introduced.

II. Approval of August Minutes.

Motion to approve August Minutes:

Motion Passed: (Walsh / Gusz)

WCU Compost Pilot Program – The Board had previously approved a \$600 sponsorship if the program fell short of the required eight sponsors. Eight sponsors have been secured; however, additional funding is needed, so the Board has authorized Malcolm to move forward with BID's \$600 contribution to the program.

III. Comments of Chair: (Riper)
PDC Leadership Forum - Gettysburg, PA – Sept. 14.
Fred Gusz will attend with Malcolm.

IV. Borough Updates (Scott) Council will vote on the proposed Busking Ordinance on Sept. 21.

V. Executive Director's Report: *Report Distributed*

West Chester Comprehensive Plan:

The Board reviewed the current draft and provided the following amendments:

Prescott Alley – Leave open to both pedestrian and vehicular traffic; develop Market Analysis to ensure mixed uses. It should be Borough-wide, and not limited to the Downtown area. Continue support of BID.

Executive Director Report (*Continued*)

127 W. Gay St. – A letter expressing concern about the deterioration of the property and BID's offer to work with the property owner to explore grant funding opportunities, was sent to John Laurento. Malcolm has been informed by the National Main Street Center that West Chester is on the list of ten finalists being considered for a Great American Main Street Award. The BID, Chamber, and the WCDF will collaborate on a \$250 program ad to support Oct. 8th Yoder Day event.

Treasurer & Finance (Blakely) Reports Distributed

Expenses and Income on track. Sandy Riper, Richard May and Kathy Wileczek will join the Finance Comm. Finance Committee will convene on October 17th at 8am (BID Office) to prepare a 2017 budget draft.

- VI. **WCDF (Wileczek)** The Board recently approved a \$20,000 contribution to Uptown! Grant awards of up to \$2,500 will be presented to eight organizations during the Preservation Awards Ceremony on October 20th at CCHS. The Preservation Awards now provides and installs bronze recognition plaques to award recipients.
- VII. **Committee Reports:**
- Advocacy** – No Meeting / No Update
 - Business Attraction** – No Meeting / No Update
 - Customer Attraction** – (Riper) Slowly growing *After Work Wednesdays* event. Fig will assist with promoting. Considering ideas/themes for November First Friday.
 - Design** – No Meeting / No Update
- VIII. **Other Business:**
- (May) So far, 269 tickets to the UEA's New Year's Eve grand opening Gala have been sold. (Wetzel) PA Lottery shoot taking place on East Gay (Side Bar / Classic Diner) on Wed., Sept. 21.

Next Meeting: Tuesday, October 11, 2016 – 8am – BID Office

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | September 10 – October 6, 2016

Busking Ordinance

The hearing of the so-called busking ordinance, which is under the title of Street Performers, was continued to October 18, 6pm, at Borough Council Chambers. It is important to remember that 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.”

It's official – we're in the top ten for Great American Main Street Award

Patrice Frey, President and CEO of the National Main Street Center in Chicago, says "We are excited to inform you that West Chester BID has been selected as a Semi-Finalist for the 2017 Great American Main Street Award (GAMSA). This was an extremely competitive year and it is truly an achievement to have reached this stage." The final top three GAMSA winners will be announced on May 1, 2017, at the National Main Street Conference in Pittsburgh.

Statewide Managers meeting

Thank you to Fred Gusz for attending the Managers Meeting with Malcolm conducted by the Pennsylvania Downtown Center in Gettysburg September 14. Many good things were talked about including grant opportunities and new employment rules affecting organization like BID.

West Chester recognized as an age-friendly community

At a ceremony held at Borough Hall, the Borough of West Chester was inducted into the AARP Network of Age-Friendly Communities which recognizes such features as safe, walkable streets, better housing and transportation options, access to key services, and opportunities for residents to participate in community activities. As a member, West Chester will be a part of a growing national movement of livable communities striving to meet the needs of the nearly 19,000 residents.

West Chester ranks 33 in Best College Towns

West Chester was ranked number 33 on the list of "Best College Towns in America" by Collegerank.net, who is widely known for "ranking everything college". The list, which is made up of 50 different college towns all over the US, aimed for towns with a strong collegiate identity. Interviewers from the site talked to current and former students, as well as travel and tourism pros in order to accumulate their list.

West Chester Preservation Awards, October 20

The West Chester Downtown Foundation presents the Sixth Annual West Chester Preservation Awards Ceremony and Reception on Thursday, October 20, 2016 at 5:30pm at the Chester County Historical Society, 225 North High Street. The evening includes a light buffet, catered by Limoncello Ristorante & Caterers, plus a wine & beer bar. The Preservation Awards Program raises awareness and appreciation of West Chester's significant historic character and encourages the preservation of its historic integrity. Seven awards will be presented. Talk to Elizabeth to purchase your tickets join in celebrating West Chester and the 2016 award winners!

West Chester Business Improvement District
Advocacy Meeting
September 23, 2016 | 8am
Minutes

In attendance: Fred Gusz, Chair; Jim Jefferis, Ray Ott, Bruce Cavin, Suzanne Adams, Ken Winston. Staff: Malcolm Johnstone

The previous meeting minutes were reviewed with no objections.

Busking Ordinance

The hearing of the so-called busking ordinance, which is under the title of Street Performers, was continued to October 18, 6pm, at Borough Council Chambers.

Goal Achievement report action

Suzanne, Fred, and Bruce will review and advise how a year-end review on the progress of accomplishing the goals stated in the BID Five Year Plan.

Great American Main Street Awards (GAMSA)

Patrice Frey, President and CEO of the National Main Street Center in Chicago, has announced that West Chester BID has been selected as a Semi-Finalist for the 2017 Great American Main Street Award. The winners will be recognized at the National Main Street Conference on May 1, 2017.

BID Values Statement

While the BID has a Values Statement as part of the Five Year Plan, it was agreed that review of the Pennsylvania Downtown Center's Value Statement (see next page) as an example piece may be helpful if any focus revisions are to be considered.

Melton Center

Ken updated the group that the Melton Center is experiencing more integration and services than ever before for low income children in the area and that it is working with the Borough as it proceeds with plans to raise funds for a new pool.

Operation Clean Streets

Sandra Jones, Director of Off Campus and Commuter Services at West Chester University, has continued to show interest on working with the BID to provide student organization an opportunity to clean the sidewalks of downtown during the school year.

Pennsylvania Downtown Center Values Statement

May these values act as guiding principles to navigate how we treat each other, serve our customers and determine appropriate partnerships.

Authenticity

We seek out, recognize and celebrate what is real, genuine and unique about each other, our members and our communities. We value diversity and encourage creative expression.

Stewardship

We believe in honoring the balance among people, planet and profit. We take into consideration this triple bottom line when aligning ourselves with potential partner organizations and companies. We are advocates for social, economic and environmental justice as these impact community revitalization.

Progressive

We want to evolve. We strive to constantly expand our knowledge base as leaders in the field of community revitalization. We seek to be both adaptive and creative, continuously improving. We foster the entrepreneurial spirit and are open to new ideas.

Collaborative

We cooperate and are willing to work together. We recognize the importance of connectedness and we actively explore and develop partnerships. We operate with our partners in a synergistic fashion by building dynamic networks and thereby increase the potential for mutual successes.

Fun

We communicate, demonstrate and reflect excitement and enthusiasm for the work we do. We create an enjoyable environment that motivates, energizes and celebrates a passion for the inspiring work of community revitalization.

Integrity

We are honest, accountable and transparent as individuals and as an organization. We act respectfully and respond thoughtfully with a consistent ethic of service to our communities. We follow through on our promises as we put our values into action.

WEST CHESTER BID
Business Attraction Committee
MINUTES
October 4, 2016 | 8am

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

Minutes

Reviewed and accepted with no objection.

Anchor Building Grant update

Mac Cotter will have a new submission prepared and sent by the deadline of October 14.

Hotel updates

Malcolm continues to work with Zukin Properties and Borough officials to move the process to a final approval.

127 W Gay issue

The BID Board sent a letter to the property owner of 127 W Gay outlining assistance that could be provided from the BID and Greg Radford followed up with a conversation with him as well. No action from the property owner has been taken.

Tiny Library

There was discussion about whether or the Free Tiny Library at 132 N High was an actual. The group agreed that not only was it an actual business, but also really cool.

Downtown Business Almanac

Almanac was reviewed and corrections/updates were provided.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
October 4, 2016

Total Number of Businesses: 564
Number of restaurants: 76 (14%)
Number of Retail: 73 (14%)
Number of Professional Services: 414 (72%)

Now Open

Retail: 1

Phineas Gage: 29 S High

Restaurant: 1

Pho Xua Vietnamese Noodle & Tea House: 237 E Gay

Retail Service: 1

Grind Athletics: 120 N Church

Office/professional service: 6

Hillary Headquarters is locating at 127 N Church
The Clock Guy: 200 W Market
Collectively Connected: 124 E Gay St
Toren Peterson 2020: 18 W Gay, upper level
Brown - The Law Firm, LLP: 112 W Courthouse Alley
Gobel Group: 16 W Market, upper level

Opening Soon: 6

(?) Morgan Hill Home: 13 W Gay St
Brow Bar: 131 W Gay
Bove Jewelers: 113 W Gay
Prospect Mortgage: 17 W Gay
Opa Opa: 122 E Gay
Sugar on Top: 148 W Gay

Closed/Moved: 6

Kent Studios/Z Gallery: 109 W Gay
Period Architecture: 120 N Church
Dave Magrogan Group: 18 W Gay
Schindler, half of Brown & Schindler: 16 W Market
Fox Chase Bank (merged with Univest): 137 N High
National Penn Bank: 200 N High St
Rapidough: 30 S High

Business changes within the BID: 2

Calios has moved from 237 E Gay to 7 W Gay
Univest (109 N High) moved to 200 N High

West Chester BID Customer Marketing Committee

September 15, 2016 | 8am | West Chester BID

Present: H. Brown, L. Hoyer, C. Meadows, R. Molinaro, S. Riper

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

Introductions: Rich Molinaro – Marketing Manager, Carlino’s Specialty Foods & Catering

August Minutes: *Distributed*

Marketing Budget & Plan 2016: \$90,000

Marketing Budget 2017: The committee began the process of pulling together a budget, and will finalize a proposed budget in October. *Some considerations, so far, include:*

Budget Additions

- Redesign of parts of DowntownWestChester.com
- APP for travelers / visitors
- Main Line Today Magazine – Special Shopping Section

Budget Deletions

- Pennsylvania Vacation Magazine
- Brandywine Visitor’s Channel

Budget Reductions

- County Lines Magazine – (3) issues, from (4)

Budget Items Add/Delete TBD: *Further Discussion at October Meeting*

- Bride Guide
- Fashion Show
- Sponsorships (Various)

Update:

Shopping & Dining Guides – Spectrum Printing – 25,000

Upcoming Events:

Ladies Night – September 25th

After Work Wednesdays – Wednesday evenings through the end of the year.

Social Media & Website Analytics Report: August 2016 (E. Steinman) *Report Distributed*
Reach: 205,000 (through organic and paid posts created and shared); Total Engagement: 20,000; Likes 7,469

Other: Invite Keith Kurowski and Rich Ashenfelder to January meeting to discuss Summer Thursdays events.

Next Meeting: Thursday, October 20, 2016 – 8am – BID Office Conf. Rm.