

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

Tuesday, September 9, 2014

Agenda

BID Office – 119 N. High Street

- I. Introductions & Public Comment (Scott)
- II. Approval of August Minutes (Scott)
- III. Comments of Chair (Scott)
- 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 Meeting/No Update) (Ott)
 - d. Marketing / Customer Attraction (Meadows)
- VIII. Other Business:

Next Meeting: Tuesday, October 14, 2014 - 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
August 12, 2014**

Present Board: F. Gusz, R. May, C. Meadows, R. Ott, B. Scott, R. Smith, T. Walsh,
A. Wetzel, M. Yoder
Absent Board: C. Blakely, H. Brown, P. Comerford, R. Costello, L. Nelson, K. Wileczek
BID Staff: M. Johnstone, E. McGuire; Dan Price – *4 Points Consulting*
Present Other: Steve Fromnick – Chester Co. Dept. of Facilities & Parks

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

II. Approval of July Minutes:

Motion to approve July Minutes, as amended:

(May) Amend minutes to add *University Student Housing* next to USH.

Motion Passed: (May / Walsh)

III. Comments of Chair: (Smith)

As part of the next renewal process, the BID will amend the By-Laws to include on the Board of Directors a seat for Non-Profit representation; specifically, the West Chester Downtown Foundation.

IV. Executive Director Report: (Johnstone)

The West Chester BID has been designated by the PA DCED as the West Chester Keystone Main Street – through July 31, 2019. Among the benefits: eligibility to apply for special tax credits, access to PDC resource programs, priority status for Keystone Communities funding. Malcolm attended a session called *Using Economics of Place to Guide Design*.

V. WCDF: (Smith) The Board is finalizing details in the process for the WCDF to receive funds left to the organization by the West Chester Civic Assoc. Nearly \$6,000 in committed sponsorships, so far, for the Historic Preservation Awards.

VI. Treasurer & Finance: (Smith): Month-End Bank Balance: \$169,261

The old *Sprazzo* property (High/Gay) settled and all assessments, late and legal fees from 2009-2014, totaling more than \$5,000, are paid in full.

In Chris Blakely's absence, a motion to approve the report is tabled to the September meeting.

VII. Committee Reports:

a. Advocacy: (Gusz) B. Scott brought to the Board's attention that while the July minutes reflect that "*It is the recommendation of Advocacy that BID support the position of the Planning Commission ...*" regarding zoning changes to 220 E. Chestnut St. a formal motion was not made. Malcolm distributed the Planning Commission minutes noting the motion regarding the rezoning issue and the following BID Board motion was made:

Motion to support the position of the Planning Commission to have Borough Council not move ahead with zoning changes to 220 E. Chestnut Street.

Motion Passed: (Ott / Yoder) Bill Scott – Nay

Parking – It was agreed by the Board to recommend that before changes are made, the BID would convene an ad hoc parking committee to discuss other changes that may be in order and have such changes implemented at the same time to avoid causing confusion to customers.

- b. Business Attraction:** (Walsh) The McCool's will be invited to attend the October meeting to go over development plans. Distributed info. on *Momentum, Economic Progress in the Greater Philadelphia Region*. The BID will sign up to receive the free on-line newsletter.
(Dan) Business Almanac: Fifteen retail spaces currently available.
- c. Design:** (Ott) Tim Vaughan has produced a set of renderings for the Banner Program.
- d. Marketing:** (Meadows) October issue, featuring Downtown West Chester will be printed in late September, along with 2,000 West Chester MLT 2015 Visitor Guides.

Next Meeting: Tuesday, September 9, 2014 – BID Office.

Manager's Report to West Chester BID Board of Directors
Malcolm Johnstone, Executive Director | August 1, 2014 - September 5, 2014

Website and facebook analytics

Despite a now-dead office computer, being thrown off Google, and a server crash, the BID was able to achieve the highest outreach numbers ever for the month. There were 28,537 visitors to DowntownWestChester.com in August, a 52-percent increase over August 2013. There were 29 posts on facebook that had a total reach of 43,257. This is a combined reach of 71,794 for August, a total daily average of 2,316. There is no doubt that rich content provided by TownDish and the upgrades by Internet R&D is proving extremely effective in reaching more people than ever before and engaging them in downtown West Chester.

Post Office

An e-mail from Karen Marshall, with an attached letter from Douglas C. McLearen, Chief, Division of Archaeology & Protection, Pennsylvania Historical and Museum Commission, Bureau for Historic Preservation, was received September 4, 2014 by this office. The salient remarks are presented below:

"We agree the transfer of the property out of Federal control with a covenant will ensure the long-term preservation of the property's historic features. We would argue that that discontinuation of public use of the space will affect the historic significance of the resource and district. The building served as a community center and meeting place and provided a federal presence in West Chester for many years. Therefore, the public use of the property is related to the significance of the resource and discontinuation of use is part of the project effect. We would suggest development of a legal commitment for future owners to provide public access to the property. To ensure compliance with local land use and zoning laws, this commitment should be created in coordination with the Borough of West Chester.

"Prior to providing our opinion on the effect of the project on historic properties, we would like to participate in the proposed consulting party meeting. As requested, we will provide potential dates and times in a forthcoming email."

New Borough website

The Borough of West Chester has launched their new website with the vision that it will offer new and exciting ways in which our community can engage with their government, the staff, and even each other. The re-designed website is easy to use, allowing for enhanced user interaction and features such as a complete *Information Center* where documents, agendas, online forms, and a calendar of events and meetings will be easier

2014 BID BUDGET

	2013 <u>Final</u>	Preliminary 2014 <u>Budget</u>	2014 Budget <u>Revision #1</u>	
REVENUES				
BID Assessment Current	\$251,549	\$266,000	\$258,000	Lower Assesment for 10 N. High
BID Assessment Prior	\$ 1,609	\$ 1,500	\$ 4,000	
Late Fees	\$ 673	\$ 500	\$ 1,995	
Borough Parking Fund Allocation	\$ 85,000	\$ 85,000	\$ 85,000	
Non-Profit Contributions				
Sponsorships - SST	\$ 0	\$ 0	\$ 0	
All Other Contributions	\$ 8,250	\$ 0	\$ 0	
Fund Raising Programs				
Grants	\$ 10,000	\$ 45,000	\$ 51,783	
WCDF Program/Grants	\$ 10,000	\$ 10,000	\$ 10,000	
Interest	\$ 181	\$ 100	\$ 100	
Miscellaneous Income	<u>\$ 3,517</u>	<u>\$ 1,500</u>	<u>\$ 3,250</u>	
Total Revenues	\$ 370,779	\$ 409,600	\$ 414,128	
EXPENSES				
PERSONNEL				
Director Salary	\$ 79,673	\$ 81,665	\$ 81,667	
Director Benefits	\$ 20,675	\$ 21,192	\$ 21,192	
Administrator Salary	\$ 39,150	\$ 40,129	\$ 40,150	
Administrator Benefits	\$783	\$803	\$803	
Program Manager Salary	\$40,800	\$ 41,820	\$ 13,600	Dan Salary for 4 Months
Program Manager Benefits	\$9,509	\$ 10,583	\$2,646	Dan Medical for 3 months
Payroll Taxes/Processing	<u>\$ 15,496</u>	<u>\$ 16,000</u>	<u>\$ 13,459</u>	Dan FICAUCC for 4 Months
SUB PERSONNEL	\$ 206,086	\$ 212,191	\$ 173,516	
OPERATIONS				
Auditing & Accounting Fees	\$ 6,550	\$ 6,700	\$ 6,550	As proposed by Maulo
Bank Fees	\$ 166	\$ 100	\$ 100	
BID Reauthorization	\$ 0	\$ 0	\$ 0	
Bookeeping Expense	\$ 3,019	\$ 3,000	\$ 3,200	
D&O Insurance	\$ 2,135	\$ 2,200	\$ 2,310	
Depreciation	\$ 617	\$ 400	\$ 700	Based on 2013 actual
Director Entertainment	\$ 816	\$ 1,000	\$ 500	
Director Travel	\$ 1,380	\$ 1,250	\$ 1,250	
Downtown Welcome Center	\$ 879	\$ 800	\$ 800	
Interest Expense		\$ 75	\$ 75	
Legal Fees	\$ 286	\$ 3,250	\$ 4,500	Dan contract review; Filing fee reim
Memberships/Subscriptions	\$ 1,737	\$ 1,600	\$ 1,600	
Miscellaneous Expense		\$ 0	\$ 0	
Office & Liability Insurance	\$ 1,703	\$ 1,750	\$ 1,680	
Office Equip. Maintenance	\$ 1,616	\$ 1,500	\$ 1,750	
Office Equipment Lease	\$ 1,636	\$ 1,800	\$ 1,810	
Office Supplies	\$ 1,860	\$ 2,500	\$ 2,250	
Parking Validation		\$ 1,500	\$ 1,000	
Postage	\$ 1,681	\$ 1,750	\$ 950	
Printing			\$ 500	
Rent	\$ 18,684	\$ 19,058	\$ 18,996	
Train. & Develop./Confer.	\$ 710	\$ 750	\$ 750	
Utilities (Incl. Phone)	\$ 3,675	\$ 4,750	\$ 4,750	
Website, computers, etc.	<u>\$ 9,853</u>	<u>\$ 6,400</u>	<u>\$ 6,400</u>	
SUB OPERATIONS	\$ 59,003	\$ 62,133	\$ 62,421	
MARKETING				
Marketing/Advertising	\$ 58,716	\$ 55,000	\$ 56,800	

Swingin' Summer Thursdays	\$ 2,242	\$ 1,500	\$ 2,800	
Tour Booklet	\$ 0	\$ 0	\$ 0	
Brochure	\$ 13,993	\$ 20,000	\$ 22,275	
Fund Raising/Gift Card Program	<u>-\$ 48</u>	<u>\$ 0</u>	<u>\$ 125</u>	
SUB MARKETING	\$ 74,903	\$ 76,500	\$ 82,000	
BUSINESS ATTRACTION				
Business Attraction	\$ 6,268	\$ 10,000	\$ 5,000	
Armory Feasability Study		\$ 0	\$ 3,565	
4 Point Development		<u>\$ 28,220</u>	<u>\$ 23,330</u>	
Subtotal: Business Attraction	\$ 6,268	\$ 38,220	\$ 31,895	Dan Contract for 8 Months
PROGRAM SERVICES				
Façade Improvement/UIEA Grant	\$ 550	\$ 40,000	\$ 50,000	
Elm Street/Melton Center	\$ 737	\$ 0	\$ 415	
Flower Beautification	\$ 7,474	\$ 7,750	\$ 7,750	
Sidewalk Cleaning	<u>\$ 0</u>	<u>\$ 1,000</u>	<u>\$ 1,000</u>	
SUB PROGRAMS	\$ 8,761	\$ 48,750	\$ 59,165	
Total Costs	\$ 355,022	\$ 437,794	\$ 408,997	
PROVISION FOR CONTINGENCY	\$ 15,758	-\$ 28,194	\$ 5,131	
Yearly Surplus/(Deficit)	\$ 0	\$ 0	\$ 0	

**West Chester Business Improvement District
Advocacy Meeting
August 22, 2014
Minutes**

In Attendance: Fred Gusz, Chair; Ray Ott, Dick Yoder, David Mozzocco, Bruce Cavin, Roy Smith. Staff: Malcolm Johnstone.

The previous meeting minutes were reviewed and approved.

Proposed 2015 Annual Goal

Preliminary discussion has begun on a primary goal for 2015 beyond the previous stated goals for the committee. See attached.

Downtown Parking Ad Hoc Advisory Committee

Roy will convene a Downtown Parking Ad Hoc Advisory Committee on Thursday, August 28, 9am at the BID office. Selected members include Roy Smith, Fred Gusz, Jim Jones, Malena Martinez, Frank Herron, Pamela Grossman, and Malcolm Johnstone.

Proposed Plaza Development at Gay & Church

At the request of Eli Kahn, Malcolm created an informational webpage for the Mosteller Corner Redevelopment which was reviewed by the committee.

BLUER Business Awards

Malcolm met with Fred Kohler, new owner of the Thomas Laundry Coin-Op at 20 South Church Street and encouraged him to apply for the BLUER Business Awards.

Mayor veto of rezoning ordinance of Pfizer and 220 Chestnut

Borough Council announced that no action will be taken concerning the Mayor's veto of the rezoning ordinance for Pfizer and 220 Chestnut. The veto stands.

Post Office

No new action has taken place to move the divestment and relocation of the Post Office.

Minutes
Business Attraction Committee
West Chester Business Improvement District
September 2, 2014

In Attendance: Richard May, TJ Spencer, Fred Gusz, Tom Walsh, Ray Ott

Staff: Malcolm Johnstone, Daniel Price

Introduction & Comments: Richard May called the meeting to order at 8:02 am.

The minutes were approved (Motion made by Richard May, seconded by Fred Gusz)

Co-Op: There was discussion about the Co-Op group and their progress. The committee felt that they were headed in the right direction and very capable of pulling together a plan in the coming months. Dan plans to visit Swarthmore Co-Op this week and report back on his findings. There was also mention that the direction of the Co-Op is still up in the air, and that the building may dictate in which direction it heads in terms of food offerings.

Post Office: The Post Office building is now undergoing a third comment period. While it does have an agency it will be working with, nothing can be done until it's listed.

Development GIS Map: The committee asked that they be sent a link of the map once it is embedded into the BID website. At that point the entire board can review for comment.

First Block Public Meeting: The Developers presented their plan to the Chamber of Commerce board at their monthly meeting in August. The developers would like to garner support from a broader reach than the BID so it has been exploring the possibility of a Chamber hosted public meeting to present the project. At this moment, the Chamber has not taken a position on whether it plans to hold the meeting or not and was reluctant to take a stance on its opinion of the project. The public meeting option is still being considered. Richard commented that if they Chamber does not intend on hosting this meeting that the BID absolutely should.

Program Manager Report: We are now down to 14 available retail properties within the BID district. Tom suggested that we add more information to the office component and work with existing businesses to move to the second floor office space.

Almanac: Four new businesses are opening in town as we start to see some moved from the "coming soon" list. One business has closed (Second Time Around) and Obvi plans to close in the coming months.

Theater: A sales agreement is in place between the state and UEA. They are also exploring the use of assembly zoning to possibly avoid the conditional use process. The annual gala is October 11th at Winterthur.

2015 Goals: Malcolm distributed a draft of goals for 2015 (attached). Tom Walsh commented that we should also include the goal to transfer professional offices to second floor office space. The committee approved this draft 5-0 (motion made by Ray Ott and seconded by Fred Gusz).

Meeting adjourned at 8:55am

Downtown Business Almanac
West Chester Business Improvement District
September 2014

Total Number of Businesses: 526
Number of restaurants: 71 (13%)
Number of Retail: 83 (15%)
Number of Professional Services: 375 (72%)

Now Open

Retail/Restaurant: 4

Reload Nutrition: 141 West Gay
Bon Bon Sushi: 22 North Darlington
Lunch Box 234-236 W. Market
Flavor Smoke Shop: 130 East Market

Office: 0

Opening Soon: 9

BoxCar Brewery: 142 East Market (Fall 2014)
Clout: 145 West Gay (Fall 2014)
Mercato: 33-39 W. Market (Fall 2014)
The Master's Baker: 319 West Gay (Former Beans): (Fall 2014)
Couch Tomato Café: 31 West Market (Fall 2014)
Gemelli: 12 West Market (Former Market Street Print): (Fall 2014)
La Baguette Magique: 202 West Market (2015)
Mediterranean Bakery: 154 W. Gay Street (2015)
Lorenzo & Sons pizzeria: 27 North High (TBD)

Closed Business: 1

Second Time Around: 30 South High Street

Planned Business changes within the BID: 4

Lincoln Room to reopen in fall of 2014
Main Line Men's Clothing to expand into 131 West Market
Kooma Viet is changing its name to Mustard Greens
Obvi set to close in the coming months

Recently moved or potential relocation of business: 0

Business Attraction: Program Manager's Report: September 2014

Retail Space: 14

Gay: 6

- 127 West (Laurentos)
 - Recent Action: Gave property owner a potential tenant in La Baguette Maquie.
 - Strengths: Large building centrally located on Gay Street.
 - Weaknesses: Property owner has shown limited interest in renting the facility
- 117 West (Gay Street Commons): Have reached out to a prospective business to move in this fall.
 - Recent Action: Have spoken to two potential art galleries about the space.
 - Strength: Finished retail space centrally located on Gay Street.
 - Weaknesses: Potential tenants so far have not liked the entrance to the space.
- 6 East (Main Line Men's)
 - Recent Action: Property owner has been contacted for purchase. No movement yet.
 - Strengths: A lot of window space in one of the best locations in town.
 - Weaknesses: Property owners unwillingness to work with potential buyers and tenants
- 15 East (Susquehanna Bank)
 - Recent Action: Explored possibility of a visitors center
 - Strengths: Large building with distinct architecture in the heart of town.
 - Weaknesses: Past potential tenants have expressed disinterest because of cost.
- 16 East (Jacks)
 - Recent Action: Rumored to have been leased. Awaiting confirmation
 - Strengths: Totally renovated building with great parking access.
 - Weaknesses: Would need renovation for most new food uses. Built very specifically for one type of use.
- 152 East Gay (Viteese Cycling)
 - Recent Action: Property recently became available.
 - Strengths: Will be located right across from new apartments being built. Great window space
 - Weaknesses: Currently in an area that is low on foot traffic.

Market: 3

- 2 West (F&M)
 - Recent Action: Bottom floor has a rendering for a high end restaurant. Have given two restaurants information on this site. There has been talk of a boutique hotel.
 - Strengths: Beautiful building in a great location
 - Weaknesses: A lot of additional investment to convert to restaurant/hotel. An additional liquor license will be needed as well.
- 16 East (First Niagara)
 - Recent Action: Currently no office prospects. A few businesses have been walked through.
 - Strengths: Professional office space from past use with potential to be a great retail space in a section of town that is light on retail.
 - Weaknesses: Substantial renovations will need to be made if converted to a retail space.
- 38 East (Subway)
 - Recent Action: May have a potential sandwich shop to fill site
 - Strengths: near bars that have high late night traffic
 - Weaknesses: Property is rather small and has limited options of use.

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: 3

- 133 North (Jester Chiropractic)
 - Recent Action: Working with Anthony Miller who is looking to open a chiropractic business.
 - Strengths: Sidewalks have been completed. Directly across from farmers market.
 - Weaknesses: On edge of downtown with light foot traffic
- 20-22 North:
 - Recent Action: Walked through property with new agents. Put them in touch with a potential 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
- 9 North:
 - Recent Action: Have not explored anything with this building
 - Strengths: Centrally located property a half a block away from potential new development
 - Weaknesses: Have not been able to track down property owner. Not currently marketed.

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 BID Customer Marketing Committee

August 21, 2014 | 8am | West Chester BID Conf. Rm.

Present: K. Cavin, M. Manning, C. Meadows

BID Staff: M. Johnstone, E. McGuire – BID Board: Roy Smith

YTD Budget Report: Roy Smith distributed the budget report, and revisions were made to several budget and expense items. Based upon a recent meeting with Roy, Malcolm, and Mark Yoder, Roy proposed the opportunity for the BID to enhance its sponsorship of the Greater West Chester Chamber's Bike Race and Old-Fashioned Christmas events. This would increase the 2014 Marketing budget to \$82,000, and would not detract from the BID's existing Marketing programs. The group decided in favor of a \$1,500 sponsorship of each event. These changes will be reflected in a revised 2014 budget.

BID Marketing Program Preliminary 2015: The need to maintain / establish partnerships with the more than 100 regional attractions is becoming an essential component in directing the growth of tourism and visitor-oriented development in the Borough of West Chester. Goal: Expand the tertiary marketing efforts of the BID to be inclusive of the Brandywine Valley through multiple platforms on both the internet and traditional media. Cost: \$15,000. An article, *Inside The New Yorker's Digital Strategy* was distributed as an example of a strategy for West Chester to follow to become a "Hub Destination" in the "Heart of the Brandywine Valley". Fig is working on a proposal for the BID. Estimated Cost: \$10-15,000

First Friday September – The BID will sponsor carriage rides during the September 5th First Friday/ Vintage Garage Sale event, and will, again, offer validation for parking garages for up to two hours.

West Chester (MLT) 2015 Visitor Guide: The October issue, highlighting downtown attractions – retail, restaurants, theater, etc., (keeping the Shop, Dine, Explore, Stay theme) will be printed in late September with 2000 overprints.

2014 West Chester BID Marketing Program, below, will be revised to reflect changes discussed at the August Marketing Committee meeting once the revised budget has been approved at the September Board of Directors meeting.

2014 West Chester BID Marketing Program – (July 2014)

FUNDED PROGRAMS

\$ 775 : Downtown Event Card

\$18,015 : Downtown Guide Brochure/CTM distribution (75,000)

\$ 3,000 : MLT Visitors Guide (35,000)

\$ -0- : Marketing Outreach

\$ 1,000 : CVB Visitors Guide (2x25,000)

\$ 3,000 : County Lines Magazine (15,000 x 4 = 60,000)

\$ 2,000 : Direct mailing (5,000)

\$ 8,000 : West Chester Fig (64,000)

\$ 1,500 : West Chester Chamber

\$ 250 : Print ad (Chamber)

\$ 250 : Old-Fashioned Christmas (Chamber)

\$ 500 : Iron Hill Twilight Race Series (Chamber)

\$ 6,566 : Pennsylvania Vacation Guide (450,000 w/readers service)

\$ 675 : Parks & Rec Activity Guide full page (16,500 x 3 = 49,500)

\$ 100 - Bethany Kopp, design
\$ 4,319 : Print media/other
\$ 200 : CVB Road Signage
\$ 2,500 : Classic Towns (membership)
\$ 1,500 : Brandywine Visitors Channel, summer quarter
\$ 2,000 : Fashion Show (sponsorship)
\$ 3,000 : Gallery Walk (sponsorship)
\$ 2,000 : Restaurant Week (sponsorship)
\$ 1,500 : Swingin' Summer Thursday (sponsorship)
\$ 5,100 : WinterFest (sponsorship)
\$ 5,000 : History Day/Preservation Month (sponsorship)
\$ 3,000 : Website/Social Media (365,000)
\$76,500 : TOTAL

Next Meeting: Thursday, September 18, 2014 – 8am – BID/Chamber Conf. Rm.