

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

September 11, 2018

- I. Introductions & Public Comment:** (S. Riper)
- II. Approval of *August* Minutes** (S. Riper)
- III. Comments of Chair:** (S. Riper)
Board Nominations – Letter To Borough Mgr.
- IV. Executive Director Report:** (M. Johnstone)
- V. Treasurer/Finance:** (M. Reese)
- VI. WCDF:** (M. Holliday)
- VII. Borough Update:** (D. LeBold)
- VIII. Committee Reports: *See Reports***
 - Advocacy/Design
 - Business Attraction
 - Customer Attraction / Marketing
- IX. Other Business:**

Next Meeting: Tuesday, October 9, 2018 - 8am - BID Office Conf. Rm.

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
137 N. HIGH ST.
BOARD OF DIRECTORS
August 14, 2018

Present Board: T. Crisp, M. Holliday, D. LeBold, S. Riper, W. Scott, T. Walsh, A. Wetzel, K. Winston, M. Yoder
Absent Board: H. Brown, M. Kichline, R. May, L. Nelson, M. Reese
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Suzanne Adams – WC Cooperative, Daniel Arbucias – Commissioners Office, Julie Dietrich – West Chester University, Kyle Hudson – Borough Resident, Marnie Rhen – WC Cooperative, Steve Riek – May 23, Denise Wroten – Market Realty

- I. Introductions & Public Comment: Group introductions. No public comment.
- II. **Approval of July Minutes:**
-Motion to approve July Minutes
-Motion Passed: (Crisp / Winston)
- III. **Comments of Chair:** Borough Event Fees (Discussion) Mark Yoder expressed his and the Chamber Board's concern over the significant increases to event fees over the past several years, and the additional increases currently being considered by Borough Council. Diane LeBold said that Council is considering whether or not the Borough will subsidize certain events, and, if so, how much it will subsidize. The Borough needs to better communicate event fee increases and public safety and event-related information to impacted organizations, as well as the downtown business community well in advance of implementing changes. The BID will provide updates to its constituents.
- IV. **Executive Director Report:** (Johnstone) *See Report*
West Chester Information Kiosk: To meet the West Chester BID's goal to "Provide tourism amenities necessary to support West Chester ... " as stated in the current 5-Year Plan, the BID is considering a proposal from the Chester County Conference & Visitors Bureau to develop a hi-tech West Chester Visitor Center at the entrance to the BID / Chamber offices. The total cost proposed is \$71,900. The BID's portion would be \$11,000. This cost could possibly be split with the WCDF.

Motion to approve \$5,000 cost to establish the institution of a Welcome Center at the West Chester BID / Chamber offices – (137 North High Street).

Motion Passed: (Walsh / Scott)

Public Safety Meeting: The BID is working with the West Chester Police Dept. to organize a Public Safety meeting in response to a recent armed robbery on E. Market St.
2017 Annual Report: Was presented to Borough Council on August 15.
- V. **Treasurer / Finance:** Reports Not Distributed / Presented
- VI. **WCDF:** (Holliday) Up on the Roof – Net- \$35,000. BID likely to receive annual \$15,000 contribution. The Board will be determining the 7-10 grants to be awarded to non-profits within the Borough.

VII. Borough Update: (LeBold) Eli Kahn's project is moving ahead. The Borough is increasing its enforcement of sidewalk cleaning and maintenance. Parking Committee will continue discussion regarding rates. The goal is to encourage short-term parking at street meters, and long term in garages.

VIII. Committee Reports: (*See Reports*) Written reports, only; no other updates at meeting.

IX. Other Business:

(Winston) The Melton Center will host its annual community day event this Sunday.

Next Meeting: Tuesday, September 11, 2018 - 8am – BID / Chamber Conf. Rm.



West Chester Business Improvement District (BID)

PO Box 3109

137 North High Street

West Chester, PA 19381

610-738-3350

DowntownWestChester.com

Malcolm Johnstone, Executive Director

mjohnstone@wcbid.com

September 11, 2018

West Chester Borough Council
Mr. Michael Perrone, Borough Manager
West Chester PA 19380

re: West Chester Business Improvement District Authority Board of Directors appointment recommendations

At the regularly scheduled BID Board meeting of September 11, 2018, the BID Board reviewed the expiring terms and potential appointments to the BID Board for Council to consider.

It is our understanding that Holly Brown will not be seeking another term on the BID Board in order to focus her attention on the Board of the Uptown! Knauer Performing Arts Center. Holly has provided support and leadership to the BID since its very beginning and no doubt will continue to do so on various committees and projects. For that position, we ask that Council consider appointing Denise Wroten, a BID property and business owner on East Market Street. Denise has been participating on the Business Attraction Committee and Advocacy Committee and has quickly become a valuable partner for the downtown.

After completing a full term on the BID Board, Tom Walsh will not be seeking a reappointment to the BID Board. Tom has consistently provided support and information on many aspects of the downtown. We would welcome his continued participation with the various committees with which he's been involved. The Board is seeking to replace his position with Julie Dietrich, Ed.D., Executive Director for External Relations at West Chester University. Julie is already participating in the BID and would serve as a representative of WCU in accordance with the BID bylaws.

Mark Yoder, President of the Greater West Chester Chamber of Commerce, is seeking reappointment to the Board. Mark has been an outstanding Board member and supporter of the BID. His reappointment would be most welcome.

As always, the West Chester BID Board appreciates the Borough's support and leadership to help keep the downtown a vital part of our community.

Yours truly,

Sandra Riper, Chair
BID Board of Directors

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | August 11, 2018 – September 10, 2018

Downtown businesses petitioning Borough to stop parking meter changes

An electronic petition created by Polly Zobel is now circulating among downtown businesses requesting that the Borough Council proposed changes to the current on-street parking meters be discussed more before a final decision is made. The petition is directed to "BID Malcolm Johnstone". Text of the petition e-mail is presented here:

A group of retail business owners met to discuss the proposed graduated parking meter increases in the downtown business center. Unanimously, we are against raising the meters in this fashion without addressing all of the other details that we believed to be part of a 'comprehensive' downtown parking plan. Please add us to the agenda for Sept 11th meeting to discuss with the committee.

The newly proposed plan is \$1 for the first hour, \$2 for the second hour, and \$3 per hour after that. This brings the total for parking at a meter for 3 hours to \$6, currently it is \$4.5. Our position stems from the fact that our previous suggestions for parking improvements that would support a meter charge increase have not been met.

- Proper signage and wayfinding of the garages has yet to be created*
- No enhancement of the current garages and usage of lot 10 as an alternative to the crowded garages*
- No marketing plan has been created or implemented to explain the benefit of parking in the garage vs. meters.*
- Customer service of the PEO has not improved.*

Also, we believe this currently proposed graduated system to be confusing and costly which will ultimately negatively affect business.

Please address these requests prior to implementing a change in the meter rates. We also propose discussing the exact \$ of the proposed increases as we understand that the goal is to create more short term parking for our businesses.

*Thank you,
Polly Zobel*

Managers' meeting

I will be attending the PDC managers' meeting Wednesday, September 12, in Boyertown but will be back in time for the Borough Council committee meetings.

**West Chester Business Improvement District
Advocacy & Design Meeting | August 24, 2018 | 8am
MINUTES**

Attendance: Christopher Blakely, Chair; Fred Gusz, Jimmy Jefferis, Bruce Cavin, Mayor Dianne Herrin, Dave Sweet, Roy Smith, and Denise. Staff: Malcolm Johnstone.

Minutes (July meeting was cancelled)

Minutes of June 22, 2018 were reviewed and approved without objection. Jimmy/Bruce

Board packet

As the BID puts together a Board Packet, the committee agreed that items described in the Pennsylvania Association of Nonprofit Organizations (PANO) “Standards for Excellence, an Ethics and Accountability Program for the Nonprofit Sector” be part of such a Board Packet and that each Board member have and understanding of their responsibilities towards to the BID and the Borough.

Heritage Tourism as an economic driver

With the probability of a second hotel development in downtown, a clear strategy that defines such a program should be developed. It should be compatible to the goal of attracting more customers and supporting historic preservation. An initial key feature is the proposed satellite visitor center at the entrance of the BID International Headquarters.

Enhanced Clean & Green

Mayor Herrin is inaugurating a program to encourage downtown businesses and restaurants to manage the cleanliness of their area. The mayor is scheduling meetings with key members of downtown to help get this going.

Plastic straw reduction program

Community leaders, headed by Mayor Herrin and supported by Anne Carroll, are seeking to work with restaurants to use alternatives to plastic straws. Roy recommended that the BID partner with the Borough to support the project.

Downtown Public Safety Meeting scheduled

With new technology and resources, public safety procedures are changing dramatically when it comes to addressing criminal activity. The BID, along with the Chester County Historical Society is hosting a meeting with the Mayor, Chief of Police and officers to discuss how law enforcement practices are changing and what to do in the event of criminal activity either in a business or on the street. It takes place Thursday, September 6, 2018, 8:15am to 9:30am at the Chester County Historical Society.

Clydesdale event unlikely

Penn Beer has been advised that with no firm date in place for a 2018 visit, the bid must transfer the \$4,500 sponsorship to other active programs. Further, in order to sponsor the Clydesdales next year, we would need a firm date in place by December 31. This is because the public safety cost in 2019 will be \$8,500 and we need time to raise those kind of funds.

Business Attraction & Retention Committee
MINUTES | September 4, 2018 | 8am

Present: Richard May and Tom Walsh. BID Staff: Malcolm Johnstone

Minutes

The Minutes from August 4, 2018 were presented.

Action Plan

Discussion occurred for strategies to get more interest in the committee. With the development of 44 West and Cambria beginning soon, as well as interest in the West Chester Co-op moving into the Post Office, strategies of community initiated support campaign could be instigated at the committee level. Jazzing up the agenda in that matter was recommended and be part of the overall action plan:

- getting more participants for the committee
- media component for marketing available properties
- category list of desired retail properties
- addressing the need for pro forma information for small businesses
- connect with realtors

Cluster maps

Chris Blakely (unable to make the meeting) had shared his thoughts on business clustering: Economic maps are dominated by clusters. Critical masses – in one place – of unusual success in particular fields. Think Hollywood or California wine country or Boston mutual fund companies or West Chester restaurants. Clusters are a feature of virtually every state, region and local economy. Clusters are not unique, they are highly typical – advantage in a global economy lie increasingly in local things; knowledge, relationships, motivation, that distant competitors can't match – think local experience.

There is much evidence that innovation and competitive success in so many fields are geographically concentrated. Clusters affect competition in three broad ways: first, by increasing productivity; second, by driving the pace of innovation; and third, by stimulating the formation of new businesses, which expands and strengthens the cluster itself.

Local rivalry is highly motivating. Peer pressure amplifies competitive pressure within a cluster, even among noncompeting or indirectly competing companies. Pride and the desire to look good in the local community spur owners to attempt to outdo one another. We have several clusters; restaurants, women's clothing, tourism and law firms. Therefore instead of looking to add retail with no presence downtown (kitchen store), why not solicit more women's clothing stores. For example, having a cluster of women's clothing stores attracts more shoppers - more choices in a dense destination. Increasing competition increases revenue for all business owners.

Next meeting: October 2, 2018

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
September 4, 2018

Total Number of Businesses: 599
Number of restaurants: 86 (15%)
Number of Retail: 71 (12%)
Number of Professional Services: 443 (73%)

Now Open

Retail: 1

Creep Records: 133 W Gay

Restaurant: 1

Appalachian Brewing Co: 142 E Market

Retail Service: 0

Office/professional service: 2

Herr, Potts and Potts: 138 W Gay

Rosana I. Chiple, Attorney/Mediator: 31 S High

Opening Soon: 10

Liquid Eatery: 18 N High

Cee Jay Frederick Associates: 1 S High

Align.Space: 2 W Market

Lulu's Casita: 109 N High

[coffee shop], 111 W Gay

Milky Way Digital: 117 W Gay

Sterling Pig Brewery: 113 W Market

Opa Taverna: 40-44 E Gay

Stoked: 24 S High

[salon] 237 E Gay

Closed/Moved: 3

Springhouse Films: 39 W Gay St, Second Floor

The Clock Guy: 200 W Market

Kiwi: 24 S High

Business changes within the BID: 2

**West Chester BID
Customer Attraction / Marketing Committee
August 16, 2018**

PRESENT: H. Brown, B. Carlisle, K. Cavin, T. Crisp, D. Fairman, S. Gabor, M. Manning, K. Nash, S. Riper, J. Zajac - **BID STAFF:** M. Johnstone, E. Steinman

DOWNTOWN GUIDE: J. Zajac presented draft options of the Downtown Guide, which includes a redesigned street map, divided into (4) color-coded quadrants, and a new, *Personal Services*, category. Once the committee's recommendations/updates (see attached) have been applied, a new copy will be available at the BID/Chamber office, and distributed to the committee, via email, for final approval.

MARKETING BUDGET / PLAN 2018:

WC Press: *Taste of WC* Approved- first issue; additional issues approved, pending 1st issue participation and feedback.

Main Line Today Magazine: *Shop Small West Chester* Fall/Holiday ad(s). Not Approved- lack of interest.

Welcome Center / Kiosk: The BID is working with the Chester County Conference & Visitors Bureau to create a Welcome Center in the lobby of the BID / Chamber offices. The BID and CVB will each pay for the installation. The BID is responsible for \$11,000 of the total cost. The WCDF may consider a contribution that could lower the BID's cost by as much as half.

UPDATES:

Kahn Plaza Development: Approved. Awaiting confirmation to begin demolition. H. Brown asked that Malcolm inform businesses of any planned disruptions- demolition, deliveries, road closures, etc.

DOWNTOWN EVENTS / PROMOTIONS:

Summer Sidewalk Sale: July 19 – 21 – Hot and slow, no need to continue next year.

Dining Events/SST: Touch base with Keith regarding next year's events and plan early!

Budweiser Clydesdales: Assume in budget for this year, and reach out to restaurants for support of future appearances.

Antique Car Show: Not yet confirmed. Malcolm working with John Brandt-Lee regarding details.

Plein Air Nocturne Brandywine Valley: Thurs., Nov2018 – East Gay St.

Shop Small Weekend: The group is interested in a photo, but no date/time was set. Possibility schedule as part of the September Marketing meeting.

DISCUSSION:

Public Event Costs: M. Johnstone/H. Brown updated group.

Public Safety Meeting: Scheduled for Thurs., Sept. 6th – 8am – at CCHS. Light breakfast available. Distribute notifications and send emails to downtown business owners. Potential questions should be provided to BID and / or Police Dept. beforehand.

SOCIAL MEDIA: E. Steinman reports distributed.

OTHER: WCU *Welcome Back Rams* signs to be distributed to downtown businesses as a collaboration between BID and the Chamber. The Chamber designed the posters, and the BID will pay for the cost to print the posters.

Downtown Guide: Marketing Committee Notes – 8/16/2018

Outside:

- Committee prefers blue background with yellow lettering
- Need regular size for distribution/racks, but also interested in smaller “pocket size” guides for handing out at retail shops

Inside:

- Make “West Chester” on the inside white instead of light yellow
- Make the yellow fade more dramatic with white at the bottom (like tan fade)
- Make the center focus more “shopping and dining” oriented with Hotel, WCU, Courthouse off to the sides
- WCU photo is too institutional looking - instead, use a photo of the Emilie K. Asplundh (Castle Building) – or WCU sign at the corner of High and Rosedale Ave.
- Switch out the photo of Kaly’s windows (keep the sidewalk one) and use a different storefront. Potential Options: Mainline Men’s, Old Soul Décor, Carlino’s Market – to include Market Street.
- Change Uptown to an interior shot, possibly with door photo as well to show both elements (theater and architecture).
- Remove photo of two girls shopping and replace with something more up-to-date.
- Crop out roof in Hotel Warner Photo to just show front.
- Replace bottom photo on left inside photo panel with a nighttime dining scene or Christmas lights.

Map:

- Find out about public lot at Darlington/Chestnut
- Pink/orange lines are hard to differentiate – maybe make bolder/thicker?
- Make block numbers stand out more and add to the bottom columns
- Make one-way signs just *slightly* darker

Categories:

- Put division line between personal services/dining category – or, rearrange categories to include retail shops first and services to the right
- Change the category to just “Personal Services” instead of “Personal Retail Services”

Parking:

- Take the GAMSAs logo off the back panel, and instead use a photo of one of the parks downtown - Everhart, Marshall Square, Fountain – to show livability.
- Malcolm to reduce text on back panel to include a larger photo.
- Add “Across from the Justice Center” at 220 W. Market St garage
- Center the word “Parking” and make slightly larger

Additional Updates:

- Add tattoo shops – banks?
- Add WC Computer Doctors and Align SpaceRemove Knights of Columbus (member organization) Change Kiwi to new health food store – have to find out name

- **Social Media Report: August 2018**
- By Elle Steinman | Communications Specialist, West Chester BID
-
- **Tags:**
- Facebook & Instagram: @DowntownWestChesterPA
- Twitter: @downtownwcpa
- Hashtags: #ShopSmallWC #DowntownWestChester
-
- **Total Social Media Following/Likes: 30,839**
- **Total Social Media Reach: 154,089 people**
- **Total Social Media Engagements: 16,934**
- **Highlight: Summer Sidewalk Sale --**

Performance for Your Post

28,428 People Reached

727 Reactions, Comments & Shares

571 Likes	503 On Post	68 On Shares
11 Love	7 On Post	4 On Shares
1 Haha	1 On Post	0 On Shares
8 Wow	7 On Post	1 On Shares
32 Comments	23 On Post	9 On Shares
105 Shared	102 On Post	3 On Shares
3,197 Post Clicks		
2,226 Photo Views	197 Link Clicks	774 Other Clicks

NEGATIVE FEEDBACK

6 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Location - Living In:
United States: West Chester (+20 mi) Pennsylvania

Age:
30 - 65+

Gender:
Female

[Hide full summary](#)

This promotion ran for 10 days.

Your total budget for this promotion was \$150.00 USD.

19,492	2,907	\$150.00
People Reached (?)	Post Engagement (?)	Total Spend (?)

Actions People Countries

Photo Clicks	1,716
Link Clicks	164
Page Likes	22
Post Likes	932
Comments	16
Shares	30

#WCSidewalkSale

Upcoming Events:

- *WCU Move-in weekend: Friday 8/24 – Flyers
- Swingin’ Summer Thurs. (9/6): Promoting 8/12 – 9/6 #ShopSmallWC #EatLocalWC
- First Friday (9/7): Promoting 8/24 – 9/7 #WCFirstFriday #ShopSmallWC
- Restaurant Festival (9/16): Promoting 9/2 – 9/16 #ShopSmallWC #EatLocalWC

- **BID Marketing Committee**
- 2019 Events/Promotional Holidays for Consideration: July – September
-
- **July 2019**
- July 4 (Thursday): Independence Day
- July 5 (Friday): First Friday
- July 18 - 20 (Thursday – Saturday): Summer Sidewalk Sale
- July 28 (Sunday): Parents’ Day
-
- **August 2019**
- August 2 (Friday): First Friday
- Date TBD: Benchmark Twilight Cycling Classic
-
- **September 2019**
- September 2 (Monday): Labor Day
- September 6 (Friday): First Friday
- September 8 (Sunday): Grandparents Day
-