

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT**

**BOARD OF DIRECTORS MEETING**

SEPTEMBER 8, 2020

*(WEBEX)*

- I. **Introductions & Public Comment:** (S. Riper)
- II. **Approval of September Minutes:** (S. Riper)
- III. **Comments of Chair:** (S. Riper)  
*-Motion to approve distribution of the Preliminary  
West Chester BID 5 Year Plan to Property and  
Business Owners, no later than September 11, 2020.*
- IV. **Executive Director Report:** (J. O'Brien)
- V. **Treasurer/Finance:** *(See Reports)* (M. Reese)
- VI. **WCDF Update:** (M. Holliday)
- VII. **Borough Update:** (B. Flynn)
- VIII. **Committee Reports:** *See Reports*
  - Advocacy / Design (J. Dietrich)
  - Business Attraction (D. Wroten / K. Winston)
  - Customer Attraction & Marketing (T. Crisp)
- IX. **Other Business:**

**Next Meeting: Tues., October 13, 2020 – 8am**

*Board meetings take place on the second Tuesday of the month)*

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT**  
**137 N. HIGH ST.**  
**BOARD OF DIRECTORS MEETING**  
**(Zoom)**  
**August 11, 2020**

**Present Board:** T. Crisp, J. Dietrich, B. Flynn, M. Holliday, J. Long, R. May, M. Reese, S. Riper, W. Scott, A. Wetzel, K. Winston, D. Wroten  
**Absent Board:** J. Maxwell, L. Nelson  
**Present Other:** Patrick Comerford – Jane Chalfant, Julie Fitzpatrick – PA Downtown Center, Steve Pitcherella  
**BID Staff:** John O’Brien, Elizabeth McGuire

- I. Introductions and Public Comment:** (S. Riper) Julie Fitzpatrick – PDC
- II. Approval of Minutes:**  
*Motion to approve July 2020 Minutes*  
*Motion Passed (Long / Reese)*
- III. Comments of Chair:**  
**Julie Fitzpatrick – Pennsylvania Downtown Center**  
**Presented *West Chester BID Five Year Goals & Objectives by Main Street Program Area (Draft 8-11-20) (Attached)*.** Work with elements from current plan, and build on those to develop new five-year plan. Opportunity over next five years to expand boundaries, change assessment structure, add services. Need regular review of by-laws and policies. Act 120 is vague on reauthorization process; however, very detailed on authorization. Schedule meeting with Ross Unruh for legal review and recommendation.  
Comments/Questions:  
(S. Riper) Include continuation of banner program, holiday lighting/décor.  
(B. Flynn) The Borough will implement the wayfinding program in 2021.  
(M. Reese) Is it possible to modify the plan document format- or explore other formats, to allow for BID to track progress?  
(S. Pitcherella) Asked Julie for upcoming schedule layout:
  - Board to consider and vote on final plan at the September 8, 2020 Board of Directors meeting.
  - Property & Business Owners – 30-day review period.
  - Public Hearing- In-Person or Virtual (advertised) following 30-day review period.
  - Borough Council to consider and vote on final plan at December 2020 meeting.\*A second public hearing will be required in the event the first public hearing results in significant changes to the plan (boundaries, methodology, funding, etc.). In this case, Borough Council will consider and vote on final plan at the January 2021 meeting.
- IV. Executive Director Report - *See Full Report***
  - Improve communications with regular updates, via email, and routine of daily visits with downtown business owners.
  - The BID will be deploying a new management software system called PBID in August.
  - On August 3<sup>rd</sup>, the Gay Street Open-Air Marketplace was officially open for business! Thank you to the WCDF Board for supporting the Marketplace with a \$2,500 contribution.
  - The BID used marketing funds to help promote two events: *Sidewalk Sale*, and a new event called “Sip & Shop”.
  - The BID organized a letter that was sent to our congressional delegation, asking for support in the next stimulus bill for restaurants.

- V. **Treasurer / Finance: (M. Reese) See Reports**  
Received \$110,000, so far, in assessment payments. Line of credit paid off. Met, last Friday, to work on revisions to the 2020 budget. Reallocating \$40k. \$20k in new line items. Revised budget will be presented, for approval, at the September board meeting. In order to keep the UDAG funds separate from the BID's checking account, the opening of a new Fulton Bank account is necessary:

*Motion to approve opening of new Fulton Bank account specifically for the UDAG funds.  
Motion Passed: (S. Riper / D. Wroten)*

*Two property owners have contacted the BID to request a payment plan for their 2020 assessment.*

*Motion to approve payment plan requests of Nigel Smart, Patty Jefferis, as detailed, below, with follow up letter, reviewed by Amanda Sundquist, to each, confirming details of payment plan agreement.*

*-Nigel Smart – 20 East Market Street – Assessment: \$577.05 - \$75.00/Mo.*

*-Patty Jefferis – 22 West Market Street – Assessment: \$689.49 – Pay in full end of Sept.*

*Motion Passed: (T. Crisp / K. Winston)*

- VI. **WCDF (M. Holliday)** The WCDF Board and Treasurer will consider a \$15,000 contribution to the BID for 2021.
- VII. **Borough Update: (B. Flynn)** BID to update Borough Council at the September meeting on feedback from business owners on the Gay Street closing. Sandy brought up safety concerns regarding the intersection of Gay / High Streets, where many vehicles are not stopping for flashing red / stop sign. The Borough and Police are aware of the situation, and considering options. With the Penn-DOT permit due to expire on September 20, 2020, Adam recommended that the Borough submit an application, now, to request a continuation of Gay Street closure through the end of October 2020. Adam said that the first week of the closure has been very successful, and he hopes this will encourage retailers to stay open late on weekends.
- VIII. **Committees: See Reports**  
-Advocacy/Design: (J. Dietrich)  
-Business Attraction: (D. Wroten) So far, no businesses in West Chester lost due to pandemic.  
-Customer Attraction: (S. Riper) Focused on Gay Street Open-Air Marketplace
- IX. **Other Business: Board Terms**  
*Motion to approve Patti Campbell to serve on the BID Board of Directors, in an ex-officio capacity, filling Mark Yoder's seat, through the end of 2020.  
Motion Passed: (B. Flynn / K. Winston)*

**Next Meeting:** Tuesday, September 8, 2020 – 8am

## **Executive Director Report**

### New Intern

The BID has a new intern from WCU named Ruth Agbokah. Ruth is a senior at West Chester University. She is majoring in Marketing with a minor in Business Geographic Information Systems. She is a lifelong resident of West Chester. During her time with the BID she is going to focus on implementing some small events, evaluating our marketing strategy, assisting downtown businesses with improving their Google Business Profile, and helping with the RFP to create a new website. She will also assist with the reauthorization.

### PECO Update

There are two PECO updates. PECO has switched contractors mid-stream for the upgrade of the borough's electrical grid. PMI is no longer doing this work. We are awaiting information from PECO on who the new contractor will be and when the work will resume.

PECO was also seeking to do upgrades to a gas line on the 50 Block of W Market by Mercato. We have been in conversations with PECO to delay this work till late fall so that it does not negatively affect businesses on that block of Market St.

### Website Update

We are currently putting the final touches on an RFP for a new website rebuild. The hope is still to have an RFP out by mid-September and to have the new website in place by the end of 2020.

### New Events

- Storybook Walking Tour- The BID is partnering with the West Chester Public Library to create a walking tour for families to promote literacy. Families will start at the WC Public Library and walk into town and read a page of a book in the window of a store. The BID is paying for the costs of this tour and it will be a way to highlight our downtown businesses and create foot traffic in the area.
- Halloween Decorating Contest- As we do with the Holliday Window Decorating Contest, we will be encouraging store fronts to decorate their windows for Halloween. We are working on what prize could be offered.
- Trick or Treating- We are exploring a way to create a Covid-friendly way of allowing trick or treating in businesses in the downtown.
- Sidewalk Chalk Art- The BID is going to purchase sidewalk chalk and partner with kids to create artwork in the downtown area during a day TBD in September.

### Supporting Businesses Off of Gay St

The BID is exploring additional ways to assist and promote businesses off of Gay St. We are continuing to promote businesses off of Gay St via social media. We are in talks with some of our marketing vendors to reallocate dollars to help promote our non-Gay St businesses. We are partnering with the West Chester Public Library to create a "Storybook Walking Tour". A poster with a page of a storybook will be posted in a businesses window and kids will go along a

guided tour with their families to complete the book. All the businesses that will be featured are off of Gay St.

We have also been engaging with the Pennsylvania Restaurant and Lodging Association to find ways to get PennDOT on board with allowing businesses on Market St to use the parking out front of their stores for additional seating.

Gay Street Open Air Market

The BID will be conducting formal polling of the businesses on Gay St and off Gay St to determine the affect the closure is having on the downtown. These results will be given to Borough council.

Council has begun the process to ask for a formal extension of the permits for the Gay St closure till mid-November. The current permits expire on September 30<sup>th</sup>. When Gay St reopens the BID will contract with Mainline Concrete to remove the bin blocks to a location TBD by the Borough. In the August Borough Council meeting, Council formally accepted ownership of the bin blocks.

The BID continues to promote mask wearing in the downtown. We are purchasing additional signs to remind people of the importance of wearing their mask when walking around.

ITEM	COST
Bin blocks	\$ 3,200.00
Bin Block Removal	\$ 1,500.00
Hand sanitizing stations (n=16)	\$ 5,100.00
Batteries+Refills	\$ 839.00
Wells Fargo Signs	\$ 300.00
Traffic Cones	\$ 219.50
Roadway signage	\$ 5,300.00
PennDOT engineering consultant	\$ 6,440.00
Chestnut Street restriping	\$ 12,450.00
Safety signage & posters	\$ 2,134.05
	\$ 37,482.55
<b>Donations and Income</b>	
Donation from Downtown Foundation for Signs	\$ (2,500.00)
University Tees Donation	\$ (343.90)
MainStreet Strong Tee Shirts	\$ (180.00)
<b>TOTAL</b>	<b>\$ 34,458.65</b>

**West Chester Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
 January through August 2020

09/01/20

Cash Basis

	Jan - Aug 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
Gay St. Open Air Donations	2,500.00	2,500.00	0.00	100.0%
BID Prop Asmt.-Late Fees 2019	27.69			
BID Lein Legal Fee Reimbursed	4,743.21	5,000.00	-256.79	94.9%
BID Prop Asmt.-Late Fees 2009	18.54			
BID Prop Asmt. -Late Fee 2013	14.64			
BID Property Assessment - 2010	675.43			
BID Property Assessment - 2013	637.01			
BID Property Assessment - 2014	0.70			
BID Property Assessment - 2017				
BID Prop Asmt.-Late Fees 2017	28.64			
BID Property Assessment - 2017 - Other	1,126.32			
<b>Total BID Property Assessment - 2017</b>	<b>1,154.96</b>			
BID Property Assessment - 2018	1,037.08			
BID Property Assessment - 2019	10.27			
BID Property Assessment - 2020	273,616.65	309,358.79	-35,742.14	88.4%
Borough of West Chester In Lieu	82,500.00	85,000.00	-2,500.00	97.1%
WGDF Program Income	15,000.00	15,000.00	0.00	100.0%
Grant	0.00	40,000.00	-40,000.00	0.0%
<b>Total Income</b>	<b>381,936.38</b>	<b>456,858.79</b>	<b>-74,922.41</b>	<b>83.6%</b>
<b>Gross Profit</b>	<b>381,936.38</b>	<b>456,858.79</b>	<b>-74,922.41</b>	<b>83.6%</b>
<b>Expense</b>				
UDAG	23,995.05			
<b>BID OFFICE OPERATIONS</b>				
Bank Fees / Overdraft Charges				
Interest - Loan Acct	304.60			
<b>Total Bank Fees / Overdraft Charges</b>	<b>304.60</b>			
Accounting/Audit	6,500.00	11,000.00	-4,500.00	59.1%
Bookkeeping Expense	2,797.50	4,425.00	-1,627.50	63.2%
Insurance				
Administrator - Workers Comp.	2,230.00	3,500.00	-1,270.00	63.7%
Insurance - D&O	1,970.00	1,055.00	915.00	186.7%
<b>Total Insurance</b>	<b>4,200.00</b>	<b>4,555.00</b>	<b>-355.00</b>	<b>92.2%</b>
Legal Fees / Assessment Coll.	3,244.79	5,000.00	-1,755.21	64.9%
Office Equip. Maint./Repair	724.26	2,200.00	-1,475.74	32.9%
Office Equipment Lease	840.96	1,750.00	-909.04	48.1%
Office Supplies	1,606.64	3,194.00	-1,587.36	50.3%
Office Tech - iPhone,PBID Mgr	1,440.00	2,300.00	-860.00	62.6%
Parking Validation	57.00	250.00	-193.00	22.8%
Postage	529.00	1,350.00	-821.00	39.2%
Printing	0.00	1,000.00	-1,000.00	0.0%
Rent	19,250.37	25,680.00	-6,429.63	75.0%
Train. & Dev. / Conf.	375.00	700.00	-325.00	53.6%
Utilities	2,812.30	5,000.00	-2,187.70	56.2%
Website / Computer/ Phone	1,200.00	5,400.00	-4,200.00	22.2%
Memberships / Subscriptions				
Constant Contact	1,060.00	1,600.00	-540.00	66.3%
PA Downtown Center	400.00	400.00	0.00	100.0%
<b>Total Memberships / Subscriptions</b>	<b>1,460.00</b>	<b>2,000.00</b>	<b>-540.00</b>	<b>73.0%</b>
<b>Total BID OFFICE OPERATIONS</b>	<b>47,342.42</b>	<b>75,804.00</b>	<b>-28,461.58</b>	<b>62.5%</b>
<b>BID COMMITTEE EXPENSE</b>				
<b>ADVOCACY</b>				
Clean & Green	13,042.50	25,500.00	-12,457.50	51.1%
<b>Total ADVOCACY</b>	<b>13,042.50</b>	<b>25,500.00</b>	<b>-12,457.50</b>	<b>51.1%</b>
<b>MARKETING</b>				
Fall Holiday Contingency Mktg	0.00	57,500.00	-57,500.00	0.0%
<b>HYPER-LOCAL MARKETING</b>				
County Lines Magazine	1,925.00	1,525.00	400.00	126.2%
FIG - West Chester	3,750.00	12,500.00	-8,750.00	30.0%
Social Media Advertising	3,710.20	5,000.00	-1,289.80	74.2%
WC Parks & Rec Guides	0.00	0.00	0.00	0.0%
WC Press Magazine	0.00	0.00	0.00	0.0%
<b>Total HYPER-LOCAL MARKETING</b>	<b>9,385.20</b>	<b>19,025.00</b>	<b>-9,639.80</b>	<b>49.3%</b>

**West Chester Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
 January through August 2020

09/01/20

Cash Basis

	Jan - Aug 20	Budget	\$ Over Budget	% of Budget
<b>DESTINATION MARKETING</b>				
Hotel Marketing Programs	80.00	120.00	-40.00	66.7%
Phila Conv Ctr Visitors Guide	0.00	300.00	-300.00	0.0%
History/Preservation Month	0.00	1,000.00	-1,000.00	0.0%
<b>Total DESTINATION MARKETING</b>	<b>80.00</b>	<b>1,420.00</b>	<b>-1,340.00</b>	<b>5.6%</b>
<b>MEDIA SPONSORSHIPS</b>				
Gallery Walk Sponsorship	0.00	0.00	0.00	0.0%
Holiday Window Decorating	697.47	1,500.00	-802.53	46.5%
Sidewalk Sale	0.00	1,000.00	-1,000.00	0.0%
Swingin' Summer Thursday	0.00	0.00	0.00	0.0%
UPTOWN! Marketing Support	0.00	0.00	0.00	0.0%
West Chester Restaurant Assoc	0.00	0.00	0.00	0.0%
West Chester Shop Small Weekend	0.00	1,000.00	-1,000.00	0.0%
<b>Total MEDIA SPONSORSHIPS</b>	<b>697.47</b>	<b>3,500.00</b>	<b>-2,802.53</b>	<b>19.9%</b>
<b>Support Marketing</b>				
WC Downtown Guide	0.00	0.00	0.00	0.0%
CTM Brochure Distribution	3,415.90	11,000.00	-7,584.10	31.1%
WC Press Taste of WC Soc Med	6,000.00	12,000.00	-6,000.00	50.0%
Domain Registration	40.00	40.00	0.00	100.0%
Promotions/Customer Attraction	0.00	0.00	0.00	0.0%
Website Design	0.00	20,000.00	-20,000.00	0.0%
Website Enhancements/SEO	2,720.00	4,135.00	-1,415.00	65.8%
<b>Total Support Marketing</b>	<b>12,175.90</b>	<b>47,175.00</b>	<b>-34,999.10</b>	<b>25.8%</b>
<b>Total MARKETING</b>	<b>22,338.57</b>	<b>128,620.00</b>	<b>-106,281.43</b>	<b>17.4%</b>
<b>Total BID COMMITTEE EXPENSE</b>	<b>35,381.07</b>	<b>154,120.00</b>	<b>-118,738.93</b>	<b>23.0%</b>
<b>PERSONNEL</b>				
Payroll Processing Expense	996.80	1,450.00	-453.20	68.7%
BID Employer Taxes	8,869.35	13,000.00	-4,130.65	68.2%
<b>Director Salary &amp; Benefits</b>				
Director Salary - John	12,154.55	38,821.27	-26,666.72	31.3%
Director Benefits - John COBRA	2,114.76	2,114.76	0.00	100.0%
<b>Total Director Benefits - John</b>	<b>2,114.76</b>	<b>2,114.76</b>	<b>0.00</b>	<b>100.0%</b>
Director Salary - Malcolm	60,036.51	60,036.51	0.00	100.0%
<b>Director Benefits - Malcolm</b>				
Director Health Ins	0.00	15,504.44	-15,504.44	0.0%
Director HSA contribution	0.00	3,000.00	-3,000.00	0.0%
Director Dental	0.00	626.92	-626.92	0.0%
Director Vision	0.00	98.28	-98.28	0.0%
Director Retirement Exp	1,200.70	1,200.70	0.00	100.0%
Director Benefits - Malcolm - Other	-54.50			
<b>Total Director Benefits - Malcolm</b>	<b>1,146.20</b>	<b>20,430.34</b>	<b>-19,284.14</b>	<b>5.6%</b>
Director T&E Expenses	494.99	989.68	-494.69	50.0%
<b>Total Director Salary &amp; Benefits</b>	<b>75,947.01</b>	<b>122,392.56</b>	<b>-46,445.55</b>	<b>62.1%</b>
<b>Office Manager Salary &amp; Benefit</b>				
Office Manager Salary	30,740.01	46,110.00	-15,369.99	66.7%
<b>Office Manager - Benefits</b>				
Office Manager Health Ins	0.00	11,487.72	-11,487.72	0.0%
Office Manager HSA	0.00	1,500.00	-1,500.00	0.0%
Office Manager Dental	0.00	341.28	-341.28	0.0%
Office Manager Vision	0.00	37.44	-37.44	0.0%
Office Manager Retirement Exp	614.74	922.20	-307.46	66.7%
<b>Total Office Manager - Benefits</b>	<b>614.74</b>	<b>14,288.64</b>	<b>-13,673.90</b>	<b>4.3%</b>
<b>Total Office Manager Salary &amp; Benefit</b>	<b>31,354.75</b>	<b>60,398.64</b>	<b>-29,043.89</b>	<b>51.9%</b>
<b>Communications Salary &amp; Benefit</b>				
Comm Specialist Salary	4,990.47	4,990.47	0.00	100.0%

9:39 PM  
 09/01/20  
 Cash Basis

**West Chester Business Improvement District  
 Profit & Loss Budget vs. Actual  
 January through August 2020**

	Jan - Aug 20	Budget	\$ Over Budget	% of Budget
<b>Comm Specialist Benefits</b>				
Comm Specialist Health Ins	0.00	1,435.97	-1,435.97	0.0%
Comm Specialist HSA	0.00	1,500.00	-1,500.00	0.0%
Comm Specialist Dental	0.00	42.66	-42.66	0.0%
Comm Specialist Vision	0.00	4.68	-4.68	0.0%
Comm Specialist Retirement Exp	99.81	99.81	0.00	100.0%
<b>Total Comm Specialist Benefits</b>	<u>99.81</u>	<u>3,083.12</u>	<u>-2,983.31</u>	<u>3.2%</u>
<b>Total Communications Salary &amp; Benefit</b>	5,090.28	8,073.59	-2,983.31	63.0%
<b>Intern</b>	0.00	1,620.00	-1,620.00	0.0%
<b>Total PERSONNEL</b>	122,258.19	206,934.79	-84,676.60	59.1%
<b>BID Reauth PDC Consultant Fees</b>	10,000.00	20,000.00	-10,000.00	50.0%
<b>Suspense</b>	237.27			
<b>Total Expense</b>	<u>239,214.00</u>	<u>456,858.79</u>	<u>-217,644.79</u>	<u>52.4%</u>
<b>Net Ordinary Income</b>	<u>142,722.38</u>	<u>0.00</u>	<u>142,722.38</u>	<u>100.0%</u>
<b>Net Income</b>	<u><u>142,722.38</u></u>	<u><u>0.00</u></u>	<u><u>142,722.38</u></u>	<u><u>100.0%</u></u>



# Meeting Minutes

8:00 am/ZOOM  
August 14, 2020  
Advocacy & Design Committee

## -- Introductions

Jimmer Breen, Will Williams, Patti Campbell, Julie Dietrich, Glen Sweet, Chris Blakey, Roy Smith, Ray Ott, John O'Brien

## -- Minutes

## -- Discussion

- Clean and Green Program Budget
  - Had previously looked at information kiosks. To place one in the BID office. Executive director explained the idea of starting small and building up
  - Jimmer gave update on mural
  - Banner program is still in the works. Need to get an inventory of banner arms
  - WCDF gives \$15,000 specifically for Clean and Green
- Brainstorming on Ideas of How to Improve Physical Look of Downtown
  - Engaging Student groups for Adopt the Blocks for the downtown area
  - Community service groups and community service mandated service

## -- Updates

- PDC Community Assessment Report
- 5 Year Plan
  - The committee briefly reviewed the draft 5-year plan. John O'Brien was directed to email it out to members to seek input on any changes the committee might want to suggest.

## -- Items not on the agenda

- Mask Wearing- The committee discussed ways to help improve the wearing of face masks in the downtown area to help prevent the spread of Covid-19. The committee discussed how this was important so that customers shopping in West Chester would feel safe that they could return. Below are some ideas.

# Meeting Minutes

8:00 am/ZOOM

September 1, 2020

## Business Attraction Committee

### -- Introductions

Denise Wroten, Ray Ott, Tom Walsh, Richard May, Lani Frank

Staff- John O'Brien, Ruth Agbokah

### -- Minutes

### -- Discussion

#### - Review List of Open Properties

John O'Brien presented the new consolidated list of properties that are available for sale or for lease. The committee gave feedback on a couple of properties that were missing from the list. A discussion was also had on increasing the information presented on the sheet to include things like ADA compliance and parking access.

#### - 5 Year Plan DRAFT

The Committee reviewed the draft 5-year plan in its entirety and focused specifically on the economic assets section of the plan. Feedback was given to help support trees and flowers in the downtown area. It was also expressed that the Historical Commission should be included as an implementation partner where HARB is currently listed.

#### - Improving Bicycling in the Downtown

Since this item was requested by Ken Winston, we will push this item until the next meeting. John O'Brien updated the committee that the BID was contacted by the Fence Authority who are interested in donating bicycle rakes for the downtown.

### -- Updates

#### - Gay Street Open Air Market

John O'Brien informed the committee that the BID will be conducting a poll to understand the efficacy of the closure of Gay St on the downtown to better inform Borough Council.

#### - Finding ways to Support Business Not on Gay St

West Chester BID  
Customer Attraction / Marketing Committee  
August 20, 2020 - 8am  
Zoom

**PRESENT:** E. Brittingham, H. Brown, J. Campbell, K. Cavin, T. Crisp, K. Finn, J. Jennings, N. Kelly, M. Martinez, M. Nassini, S. Riper, W. Swan, V. Tettamanti, P. Zobel  
**BID STAFF:** J. O'Brien, E. McGuire

### MARKETING BUDGET / PLAN

(J. O'Brien) Finance pulling together revised 2020 budget, and a budget for 2021.

**-Continuing Current Marketing Platforms:** What is return on investment with existing plan? Current budget print media heavy. Explore options for expanding digital. Website- finalizing RFP, and increased budget to \$20k. Reconvene task force in September, to consider proposals. (M. Martinez) Keep at least \$5k in social media. BID will be hiring an intern to help promote Gay Street Marketplace, as well as off Gay St. businesses. This year's budget likely to have \$5k to promote holidays.

**-Outside Consultant:** Mobile High-5 (Ads by Text Messaging, \$350/year per business, subsidized by BID. The Committee does not wish to pursue, as many POS systems incorporate text marketing option. The (N. Kelly) The Chester Co. CVB has worked with En Route Marketing for brand marketing. En Route will scale a plan according to budget. The CVB also works with Crane Communications for strategic planning and day-to-day marketing. John will explore marketing consultant services. Nina suggests using regional assets, such as VisitPA.com.

**Fig West Chester:** Offering two West Chester-focused direct mailer options. One targets owners of houses with \$600k+ value, 4x/year - Budget-\$12,000. The other is focused on new home owners - Budget-\$2,400. John needs additional information/numbers from Fig/B. Galante.

Need marketing plan and strategy to help bring guests to hotels, customers to town.

### UPDATES

Gay Street Open-Air Marketplace

**-Improving Mask Wearing:** (T. Crisp) Hearing from clients that while they like the idea of the open-air marketplace, there is a need for more enforcement within the Gay St. marketplace boundaries. John will share this feedback with WCU. The BID received loan funding from the Borough to support the Gay Street marketplace, which paid for concrete barriers, pavement striping on Chestnut St., hand sanitizing stations, permits, and signage/posters and social media promoting mask wearing, etc. If additional signage and banners are necessary, other sources for funding will need to be explored. The BID will survey business owners and present results to Borough Council in September. The Borough will seek an extension of its PennDOT permit through the end of November, and has plans to begin the process of turning Gay St. from a state road into a local road.

### DISCUSSION

**-Holiday Campaign 2020:** (H. Brown) Need variances from Borough Council so lights can be placed across the streets, and tents with heaters can be set up on sidewalks. Festive decorations- lights on all poles, Christmas music, roving musicians. Promote atmosphere and experience! John talking with the County about the possibility of holding a tree lighting ceremony. Eli Kahn will work w/town to have something at the plaza. Form a small task force to begin planning for Fall / Holiday decorating, promotions, and festivities. Nina suggests that the task force reach out to Todd Marcocci (Parade Coordinator) for suggestions. Main Street Strong t-shirts are slow to sell due to sizing issues- women's sizes cut too small.

**Next Meeting:** Thursday, September 17, 2020 - 8am Meetings take place on the 3<sup>rd</sup> Thursday of the Month