

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT**  
**137 N. HIGH ST.**  
**BOARD OF DIRECTORS**  
**May 14, 2019**

**Present Board:** T. Crisp, J. Dietrich, M. Holliday, D. LeBold, J. Long, R. May, M. Reese, S. Riper, B. Scott, A. Wetzel, K. Winston, D. Wroten, M. Yoder  
**Absent Board:** M. Kichline, L. Nelson  
**BID Staff:** M. Johnstone, E. McGuire, E. Steinman  
**Present Other:** Daniel Arbucias, Tony Celia, Mayor Herrin, Emily Pisano, Thomas Walsh, Christina Wilcomes

**I. Introductions & Public Comment:** (Mayor Herrin) Very pleased with the turnout (200+) for the April 27 downtown cleanup. The new gum removal machine, donated by Pillar, worked well; however, removal of cigarette butts continues to be a challenge. The Mayor hopes to have improper disposal of cigarette butts included in the Borough's trash ordinance, so the Borough can cite offenders. The BID/Chamber will team up to create a downtown cleanup social media campaign to. Daniel Arbucias has offered to coordinate sidewalk cleanup and gum removal with the County. The BID / Chamber have noticed a significant decrease in the number of requests to complete court mandated community services with their organizations. There are a couple of reasons for this: 1) the number of offenders is down, and 2) underage drinking offenses no longer carry a record, as fines, only, are imposed.

**II. Approval of April Minutes:**  
*-Motion to approve April Minutes:*  
*-Motion Passed: (Long / Yoder)*

**III. Comments of Chair:** (Riper)

(Riper) Sandy Riper and Diane LeBold visited, personally, with some of the business owners who had signed the petition, created and circulated by Steve Riek (*May 23 Boutique*), and found that while most business owners who signed the petition, were not completely clear about the specifics, but signed, regardless, as it was viewed as a unified message to the Borough.

**IV. Executive Director Report:** (Johnstone)  
**Post Office Redevelopment Case Study:** While on a recent trip to Missouri, Malcolm met with Brigitte Kelch, Executive Director of Downtown Washington, MO to learn about how they created a Community Initiated Development that saved their downtown Post Office. (See highlights in Manager's Report.)

**Gay Street Redevelopment Project:** If the weather cooperates, Gay Street will see a completion of gas line replacement, water main replacement, and repaved streets by May 22.

**Partners in Preservation:** The National Main Street Center and National Trust for Historic Preservation have created a Partners in Preservation program to provide grants to historical institutions (like Chester County Historical Society) that partner with Main Street organizations-like BID, to help fund needed and visible brick-and-mortar projects (like historic roofing). At the last BID meeting. Malcolm was given direction to work with CCHS to complete the submission for the first phase of the project.

**V. Treasurer / Finance:** (M. Reese) *See Reports* The BID received a favorable audit for 2019. P&L - Budget approved in April. YTD expense is in line, at just under 30%, with a balance of \$76,516. Will look into why rent expense slightly over. Assessment billing will go out by June 1, with little change over 2018. (E. McGuire) to email 2019 assessment summary to the Board.

***Motion to Pass Resolution No. 2, 2019 Imposing the 2019 Levy of the Annual Assessment Upon Benefitted Properties in the West Chester Business Improvement District.***

***Motion Passed: (May / Long)***

- VI. WCDF (Holiday)** Tickets still available for the Sat., June 1 Up on the Roof! The WCDF will be accepting applications for the 2019 grant program- June 15-July 31.
- VII. Borough Update:** (D. LeBold)  
At the recommendation of the wayfinding consultant, Borough parking lots will now be identified by name- no longer by number, with the names corresponding to street proximity. The roof and elevators of the Chestnut Street parking garage will undergo major repairs, shortly. Santander Bank is the designated depository for the Borough's operating funds. The Borough has recently hired four additional full-time police officers.
- VIII. Committee Reports:**  
Advocacy (J. Dietrich) *See Report* Julie mentioned that WCU's Gymnastic Team participated in the Mayor's April 27 downtown cleanup.  
Business Attraction (D. Wroten) *See Report* Tom Walsh added that May 5-11 is National Small Business Week, and suggested that the BID/Chamber promote through Social Media.  
Customer Attraction / Marketing (S. Riper) *See Report West Chester Alfresco-* a new dining-oriented event, created to replace Swingin' Summer Thursdays, will pilot on Aug. 1 and Sept. 5. Malcolm added that Aqua has purchased a full-page ad in County Lines Magazine June issue, thanking the community for their patience and announcing the end of the construction project. The BID purchased a full-page ad in WC Press, thanking Aqua and PECO, and promoting downtown West Chester. In addition, County Lines Magazine donated to the BID a full-page promotional ad for Downtown West Chester.
- IX. Executive Session:** The regular meeting adjourned at 8:45am, and Executive Session was called to continue discussions regarding planning for the 2021-2025 BID Reauthorization:  
-Distribute Destination Downtown West Chester Implementation Plan to Exec. Board;  
-Establish Reauthorization Timelines/Steps;  
-Identify Goals for Five-Year Plan.

**Next Meeting BID:** Tuesday, June 11, 2019 - 8am – BID / Chamber Conf. Rm.