

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

BOARD MEETING

FEBRUARY 9, 2021

(WEBEX)

- | | | |
|-------|--|---|
| I. | Introductions & Public Comment: | (M. Reese) |
| II. | Approval of January Minutes | (M. Reese) |
| III. | Comments of Chair:
-Roles of West Chester BID Board Members | (M. Reese) |
| IV. | Executive Director Report: | (J. O'Brien) |
| V. | Treasurer/Finance: <i>(See Reports)</i> | (D. Wroten) |
| VI. | County Update: | (J. Maxwell) |
| VII. | Borough Update: | (B. Flynn) |
| VIII. | WCDF Update: | (M. Holliday) |
| IX. | Committee Reports: <i>See Reports</i>
-Advocacy / Design
-Business Attraction
-Customer Attraction / Marketing | (J. Dietrich)
(D. Wroten / K. Winston)
(T. Crisp) |
| X. | Other Business: | |

Next Meeting: Tues., March 9, 2021 – 8am - Webex
Board meetings take place on the second Tuesday of the month)

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
137 N. HIGH ST.
BOARD OF DIRECTORS MEETING
Webex
January 12, 2021

Present Board: T. Crisp, J. Dietrich, B. Flynn, B. Forgue, M. Holliday, J. Long, J. Maxwell, M. Reese, S. Riper, W. Scott, A. Wetzel, K. Winston, D. Wroten
Absent Board: P. Campbell
Present Other: Malena Martinez
BID Staff: J. O'Brien, E. McGuire

- I. Introductions and Public Comment:** (M. Reese) Mike welcomed Brian Forgue, as a newly appointed Board member, and Malena Martinez, who is being recommended by the Board to Borough Council for appointment to the Board. Malena opened Malena's Vintage Boutique in 2003, and she is a resident of the borough. (J. O'Brien) Malena has been involved with our Customer Attraction Committee, and contributed, greatly, to having the BID be more responsive to new trends in marketing. As a key participant on our Holiday Task Force, Malena shared ideas that resulted in many of the extra decorations that were added, this year. Malena will be a great asset to the Board.

Motion to recommend Malena Martinez to Borough Council for appointment to the BID Board of Directors for a term: January 1, 2021 – December 31, 2025.

Motion Passed: (B. Flynn / S. Riper)

- II. Approval of December Minutes:**

Motion to Approve December Minutes:

Motion Passed: (J. Long / T. Crisp)

- III. Comments of Chair:** (M. Reese)

By-Laws Thank you to B. Forgue, J. Dietrich, S. Riper, and K. Winston for volunteering to work with the Executive Committee to review the BID By-Laws. John will invite Steve Pitcherella to participate, also.

- IV. Executive Director Report - See Report**

BID Reauthorization On December 15, 2020, Borough Council passed a municipal services agreement between West Chester Borough and the West Chester BID Authority, and adopted Ordinance 2020 – 12, authorizing a new five-year term for the West Chester Business Improvement District commencing Jan 1, 2021 and ending December 31, 2025. Thank you to the West Chester BID Board, Borough Council, and, especially to Steve Pitcherella.

Gay Street Open-Air Marketplace Closed out expense, with small balance remaining in UDAG fund. *Website* Launching a new *Downtown West Chester* site in February.

- V. Treasurer / Finance: (D. Wroten) See Reports**

Currently \$12,090.08 in outstanding assessment payments.

The Board passed Resolution No. 1 – 2021, with the understanding that staff make a final effort to reach out to the 15 property owners, before moving forward with legal action.

Motion to Pass Resolution No. 1 – 2021 Imposing Attorneys' Fees Upon Unpaid Annual Assessment For Which Municipal Claims Are Filed.

Motion Passed: (S. Riper / T. Crisp)

- VI. County Update: (Comm. Maxwell)**
Chester County COVID-19 vaccinations at 2,000/week. Will soon launch pods and mobile vaccination units in order to increase vaccination numbers. In December, the County Commissioners adopted a Code of Ethics Policy, for county employees.
- VII. Borough Update: (B. Flynn)** After many years with the Borough, O'B Laing, Director of Public Works will be retiring. PECO will resume the transformer replacement project on January 16. The Borough has submitted applications to return Gay Street to the Borough, and they are currently being reviewed by Penn-Dot. The Borough has recently planted additional trees in the downtown through the Stream Protection fund. The Borough will work with business owners to remove gum from sidewalks, once the temperature remains above 50-degrees. (B. Scott) HARB approval for Stove & Tap (previous Landmark Americana location) on tonight's agenda.
- VIII. WCDF Update: (M. Holliday)** Considering moving this year's Up on the Roof from June to August / September.
- IX. Committee Reports:**
-Advocacy / Design: (J. Dietrich)
Reach out to Julie if interested in utilizing interns through WCU's Center for Community Solutions.
-Business Attraction: (D. Wroten) A new salon opened in Dec., and there were no closings.
-Customer Attraction: (T. Crisp) Dec. Meeting Canceled
- X. Meeting Adjourned: 9am**

Next Meeting: Tuesday, February 9, 2021 – 8am - Webex

Roles of West Chester BID Board Members

All Board members are expected to do the following:

- Shall attend all regularly scheduled Board meetings. Absence of any Board member from attendance at three consecutive regular board meetings shall be cause for dismissal from the Board.
- Board members shall read the board meeting packet prior to the monthly Board meeting and will be prepared to actively participate in the meeting.
- Board members are expected to participate and attend BID sponsored events.
- Each board member shall belong to a BID committee. Members should make every effort to regularly attend committee meetings.

All Board Members are encouraged to do the following:

- Talk to stakeholders and peers about issues facing the downtown and relay that information to the Board and the Executive Director.
- As a board member you serve as an ambassador of the BID. Board members should be advocates for the downtown businesses and property owners.
- Consider taking on a leadership role within the BID.
- Attend community events in Downtown West Chester.
- As the philanthropic arm of the BID, members should support the West Chester Downtown Foundation by attending events like Up on the Roof and the Preservation Awards.

Executive Director Report February 9, 2021

Assessment Collections

We currently have 13 outstanding assessments. Seven of those outstanding assessments are in the process of being paid or are in a payment plan. The six properties that are unpaid have not made any contact with the BID asking for a payment plan or any other special arrangement.

Grant Application

The BID has applied for a state grant for Main Street and Elm Street organizations. The grant program allows eligible entities to apply for funding to cover items like uncollected assessments in 2020. Therefore, the BID's application was for \$12,381 which was the amount of outstanding assessment collections at the end of 2020.

The BID will also be receiving a \$5,000 grant from the Chester County Community Foundation. The West Chester Downtown Foundation applied on our behalf and the funding is to be used for the Safe, Clean and Green Program.

Gay Street Open Air Market

I met with the new assistant borough manager to introduce him to the BID and to discuss Gay Street. The borough is currently negotiating with the state to assume control of the road. If successful, this would allow a lot more flexibility on what kind of closure could be deployed.

The BID is sending out a survey to business in the district to get feedback on the level of support for the Open-Air Market in 2021 and what things could be improved upon. The survey is also asking businesses off of Gay Street for ideas on how the BID can help.

This survey will be distributed via email and paper copies.

Website Update

Progress is continuing on the new website. Data migration has taken a little longer than expected. The new website should be ready in the next 2 to 3 weeks. This new website will greatly enhance our digital marketing efforts.

The BID is also working the WCU Center for Community Solutions to create digital storyboards to help attract businesses. These will be embedded into the new website. You can view those storyboards here:

1. <https://arcg.is/1ebX1b>
2. <https://arcg.is/1yeyPe0>

West Chester University Intern

The BID is happy to welcome Schyler Marsh who will be interning for us for the Spring 2021 semester. Schyler is from Abington, just north of Philadelphia, and he is currently a senior at West Chester University studying Business and History. He will be graduating in May.

PECO Harmony Project

PECO's subcontractor has resumed work on the Harmony Project. I met with the borough and PECO to walk around the downtown to see the impacted areas before the work began. Right now, the plan is to finish the work in Prescott Alley and then start on Gay Street at Walnut and work westward on Gay Street. Generally, work will be done Monday through Friday from 7 a.m. to 4 p.m. Overnight work will down sporadically when new manholes are being installed. Work on the 200 block of W Gay Street will be done overnight to accommodate St. Agnes School.

Affected blocks include:

- 50 block of E Gay
- 50 block of N High
- 100 block of N High
- 50 block of W Gay
- 100 block of N Church
- 100 block of W Gay
- 100 block of N Darlington
- 200 block of W Gay

"Show Your Local For Local" Initiative

With February almost upon us, we want to highlight all the great offerings that West Chester has! Whether it is looking for the perfect gift for you valentine or finding a great place for a night out, West Chester has you covered. To help promote our town we are using #WCLoveLocal throughout the month.

Please share with us any content on promotions or sales you are having this month! We want to help highlight your business!

Request for Procurement

The BID is preparing an RFP for landscaping services. We currently have a contract with Gary Zang that expires at the end of April. The Advocacy and Design Committee is going to work to issue a new RFP and select a company to use.

As a matter of best practice, we will be issuing an RFP for legal services. This is a matter of best practice and these services haven't been rebid in quite a while.

West Chester Business Improvement District Profit & Loss Budget vs. Actual

02/05/21

Cash Basis

January 2021

	Jan 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
BID Property Assessment - 2021	0.00	310,000.00	-310,000.00	0.0%
BID Property Assessment - 2020	4,383.26			
Borough of West Chester in Lieu	0.00	85,000.00	-85,000.00	0.0%
WCDF Program Income	0.00	15,000.00	-15,000.00	0.0%
Total Income	4,383.26	410,000.00	-405,616.74	1.1%
Gross Profit	4,383.26	410,000.00	-405,616.74	1.1%
Expense				
BID OFFICE OPERATIONS				
Bank Fees / Overdraft Charges				
Bank Fees - Credit Card Interes	0.00	300.00	-300.00	0.0%
Total Bank Fees / Overdraft Charges	0.00	300.00	-300.00	0.0%
Accounting/Audit	0.00	9,750.00	-9,750.00	0.0%
Bookkeeping Expense	0.00	4,558.00	-4,558.00	0.0%
Insurance				
Administrator - Workers Comp.	0.00	3,600.00	-3,600.00	0.0%
Insurance - D&O	0.00	1,100.00	-1,100.00	0.0%
Total Insurance	0.00	4,700.00	-4,700.00	0.0%
Legal Fees / Assessment Coll.	0.00	3,000.00	-3,000.00	0.0%
Office Equip. Maint./Repair	0.00	1,800.00	-1,800.00	0.0%
Office Equipment Lease	105.12	1,750.00	-1,644.88	6.0%
Office Supplies	198.66	1,800.00	-1,601.34	11.0%
Office Technology	0.00	2,000.00	-2,000.00	0.0%
Parking Validation	0.00	500.00	-500.00	0.0%
Postage	0.00	750.00	-750.00	0.0%
Printing	0.00	525.00	-525.00	0.0%
Rent	2,181.71	26,194.00	-24,012.29	8.3%
Train. & Dev. / Conf.	0.00	500.00	-500.00	0.0%
Utilities	154.80	5,000.00	-4,845.20	3.1%
Website / Computer/ Phone	450.00			
Phone / Internet / Support	0.00	3,600.00	-3,600.00	0.0%
Office Tech - iPhone,PBID Mgr	0.00	2,040.00	-2,040.00	0.0%
Constant Contact	132.50	1,600.00	-1,467.50	8.3%
PA Downtown Center	0.00	400.00	-400.00	0.0%
Total BID OFFICE OPERATIONS	3,222.79	70,767.00	-67,544.21	4.6%
BID COMMITTEE EXPENSE				
MARKETING				
Digital Advertising				
FaceBook Ads	15.00	9,000.00	-8,985.00	0.2%
Instagram Ads	0.00	9,000.00	-9,000.00	0.0%
Google Ads	0.00	9,000.00	-9,000.00	0.0%
Content Development	0.00	10,000.00	-10,000.00	0.0%
Paid Company Boosts	0.00	15,000.00	-15,000.00	0.0%
Radio Advertisements	0.00	7,500.00	-7,500.00	0.0%
Total Digital Advertising	15.00	59,500.00	-59,485.00	0.0%
Print Advertising				
County Lines Magazine	0.00	2,000.00	-2,000.00	0.0%
FIG - West Chester	0.00	2,500.00	-2,500.00	0.0%
WC DOWNTOWN GUIDE	0.00	15,000.00	-15,000.00	0.0%
CTM Brochure Distribution	785.05	0.00	785.05	100.0%
Main Line Today	0.00	5,000.00	-5,000.00	0.0%
Total Print Advertising	785.05	24,500.00	-23,714.95	3.2%
HYPER-LOCAL MARKETING				
Social Media Advertising	250.00			
Total HYPER-LOCAL MARKETING	250.00			

**West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January 2021**

	Jan 21	Budget	\$ Over Budget	% of Budget
Events				
Gallery Walk Sponsorship	0.00	3,000.00	-3,000.00	0.0%
Sip & Shop	0.00	2,000.00	-2,000.00	0.0%
Sidewalk Sale	0.00	1,000.00	-1,000.00	0.0%
West Chester Shop Small Weekend	0.00	2,500.00	-2,500.00	0.0%
Event Boosts	0.00	2,000.00	-2,000.00	0.0%
Misc Events	0.00	10,148.06	-10,148.06	0.0%
Holiday Window Decorating	667.12	1,500.00	-832.88	44.5%
Total Events	667.12	22,148.06	-21,480.94	3.0%
Website				
Domain Registration	0.00	50.00	-50.00	0.0%
Website Enhancements/SEO	300.00	10,000.00	-9,700.00	3.0%
Total Website	300.00	10,050.00	-9,750.00	3.0%
Total MARKETING	2,017.17	116,198.06	-114,180.89	1.7%
ADVOCACY				
Clean & Green	0.00	45,000.00	-45,000.00	0.0%
Total ADVOCACY	0.00	45,000.00	-45,000.00	0.0%
Total BID COMMITTEE EXPENSE	2,017.17	161,198.06	-159,180.89	1.3%
PERSONNEL				
Payroll Processing Expense	225.55	2,000.00	-1,774.45	11.3%
BID Employer Taxes	967.76	14,317.00	-13,349.24	6.8%
Director Salary & Benefits				
Director Salary - John	6,866.68	82,400.00	-75,533.32	8.3%
Director Benefits - John				
HSA Exp	0.00	0.00	0.00	0.0%
Retirement Exp	137.34	1,648.00	-1,510.66	8.3%
Healthcare Opt-Out Comp	0.00	5,000.00	-5,000.00	0.0%
Total Director Benefits - John	137.34	6,648.00	-6,510.66	2.1%
Director T&E Expenses	200.00			
Total Director Salary & Benefits	7,204.02	89,048.00	-81,843.98	8.1%
Office Manager Salary & Benefit				
Office Manager Salary	3,957.78	47,493.30	-43,535.52	8.3%
Office Manager - Benefits				
Office Manager Health Ins	0.00	11,832.64	-11,832.64	0.0%
Office Manager HSA	0.00	1,545.00	-1,545.00	0.0%
Office Manager Dental	0.00	351.23	-351.23	0.0%
Office Manager Vision	0.00	38.11	-38.11	0.0%
Office Manager Retirement Exp	79.16	949.66	-870.50	8.3%
Total Office Manager - Benefits	79.16	14,716.64	-14,637.48	0.5%
Total Office Manager Salary & Benefit	4,036.94	62,209.94	-58,173.00	6.5%
Intern	0.00	3,960.00	-3,960.00	0.0%
Consultants	0.00	6,500.00	-6,500.00	0.0%
Total PERSONNEL	12,434.27	178,034.94	-165,600.67	7.0%
Suspense	29.20			
Total Expense	17,703.43	410,000.00	-392,296.57	4.3%
Net Ordinary Income	-13,320.17	0.00	-13,320.17	100.0%
Net Income	-13,320.17	0.00	-13,320.17	100.0%

Minutes

8:00 am/ZOOM
January 22, 2021
Advocacy & Design Committee

-- Introductions- Julie Dietrich, Chris Blakely, Patti Campbell, Pat Comerford, Roy Smith

-- Minutes

-- Discussion

- Short
 - Encourage stores to use social media and help them improve their social media
 - Using WCU as a partner to place students to advance marketing efforts
 - Having the committee set goals
 - Making sure the BID has good and diverse representation on the Board and within Committees
 - Improve and find new ways to communicate
 - Recruit new committee members
 - Implement a guest blog on BID website for local stores.
 - RFP for Landscaping Services
- Medium
 - Gay Street Open Air Market
 - Consider adding additional planter boxes or flower beds in the downtown
 - Explore ways to revitalize the Banner Program
 - Get an inventory of banner apparatus currently on light poles
 - Advocating for additional federal and state COVID-19 support
 - Find and promote “experiences” in West Chester, with potential leveraging of the Live Streaming capacity of the Uptown! Knauer Performing Arts Center
- Long-Term
 - Post Office Repairs
 - Create a BID Position Paper
 - Try and get Congresswoman Chrissy Houlahan’s personal attention on this issue
 - Continue to encourage private ownership in the downtown

-- Updates

- Gay Street Open Air Market
 - Right now, no decisions have been made as to the future of a Gay Street closure. The borough is actively engaging with the state to get control of the road back from the state. This would allow the borough more flexibility on what kind of closure could be implemented. The BID is also soliciting input from businesses on and off of Gay Street to see what worked and what didn't work last year and what the BID could do to help them.
- Borough Update
 - No Update
- Website
 - The website is getting closer to being completed. The BID expects it to be up and running in the next 3 to 4 weeks.

-- Items not on the agenda

Business Attraction Committee Agenda

8:00 am/ZOOM
February 2, 2021

- Introductions- Denise Wroten, Ken Winston, Sandy Riper, Tom Walsh, John O'Brien, Schyler Marsh, Gary Coutu, Emily Gowman, Ethan Fink.
- Minutes- No changes were suggested and minutes were approved.
- Discussion
 - Presentation by West Chester University students Emily Gowman and Ethan Fink on Center for Community Solutions' project for WC BID.
 - Two different story boards were created to help market the BID. The first was is entitled "Analyzing the Greater West Chester Area". This story board focuses on analyzing demographic information on the borough of West Chester and the surround townships. Information is also included on the types of businesses in the area according to NAICS codes.
 - The second story board is a mapping of the businesses in town, vacant properties available for lease, and commercial properties for sale.
 - Tom Walsh suggested using congruent circles of 1 mile, 3 miles, and 5 miles out. He is going to work with WCU students to help create this.
 - These storyboards will be incorporated into the BID's website to help market the town.
 - Review List of Open Properties
 - The committee reviewed the list of available properties. No changes were recommended.
- Updates
 - Website Preview
 - John O'Brien previewed the new website that is being developed. The hope is the new website will be launched in 3 weeks. This will be used as a tool to help digitally market the town as a whole.

- Gay Street Open Air Market
 - The BID is going to send a survey to businesses in the downtown about the future of the Open Air Market to get input on what the business community wants to see in the Spring and Summer.
- Business Closures
 - There are no closures to report.
- New Businesses in Downtown West Chester
 - Pho Life a Vietnamese Restaurant has opened at 237 E Gay Street
- Items not on the agenda

West Chester BID
Customer Attraction / Marketing Committee
January 21, 2021 - 8am - Zoom

Present: K. Cavin, T. Crisp, K. Finn, B. Galante, N. Kelly, M. Martinez, C. Meadows, V. Tettamanti, D. Wroten, P. Zobel
BID Staff: J. O'Brien, E. McGuire

The meeting will be focused on brainstorming goals for the committee for 2021, and possible event ideas throughout the year. While COVID-19 will still be with us, the committee will plan out a variety of scenarios, so we are prepared for whatever conditions await us in 2021.

Introductions: No Introductions

Goals for 2021

Downtown Guide:

- Redesign or Update, and Reprint in Spring
- QR Code
- Quantity TBD (2019 / 75,000)
- Distribution- WC Area School District (7 Townships), Realtors, Nina- leverage partnerships for QR code display, include in welcome bags for visiting sports teams, etc. Contract Distribution tbd

Customer Attraction: (John) The BID will create multi-approach digital plan to attract local and regional-(overnight) customers. Promote Hotel Warner. (K. Finn) Iron Hill has had much success with digital radio campaigns. Traditional Radio- wxpn, npr. (N. Kelly) Chester Co. CVB saw great return on campaigns in D.C. market. Greater Philadelphia will become an important market. (B. Galante) Fig "Back Yard Bucket List" - Appeal to staycationers.

Event Planning in 2021:

- Sip & Shop
- Sidewalk Sale- Consider monthly events, starting in March. Have artist(s) in front of shops.
- First Fridays- Move from Friday to possibly Wed. or Sun. Businesses should reach out to their customers for feedback.
- PTA Family Nights (J. O'Brien) Robinsville, NJ hosts a PTA Family Night Out. No homework for kids, teachers scoop ice cream, etc. (C. Meadows) CCHS Education Dept. likely interested in participating.
- Trails Campaign- Craft Beer, Art, etc. - Slightly structured, with digital and physical trail maps. (N. Kelly) Marry "Trail" with business videos.
- Gallery Walk (Fall, only, this year)
- Bike Race (Moved to Bristol, Bucks Co., this year)
- Christmas Parade - Dec. 3

Updates:

- Shop Small- Went well. Pushed community support, buy local.
- Holiday Season- Partnered with Chamber to decorate the downtown. Exploring ways to expand decorating for next year. Lights on poles and in between a hit.
- Holiday Window Decorating- Hope to expand program next year.

Website: Currently being redesigned by Internet Research & Development, and will launch in February. More graphic, interactive, functionality to collect / build customer email list. Aggressive digital campaign following website launch.

You-Tube: Launching a BID YouTube Channel.

Intern: Schyler March starting Mon., Jan. 25. He will work with business community to create informal, 30-second videos to promote individual businesses.

Gay Street: Borough is working to return street to borough.

PECO: Construction will continue into early Spring, working 7am-4pm, and some overnights.

Hope for Hospitality Program: w/PRLA, Main Line Today Magazine, Bucks, Chester, Delaware, Montgomery Counties. The purpose of the program is to encourage residents of southeast Pa. to increase their purchases with restaurants in the Winter months. Nina will forward details to John.

Next Meeting: Thursday, February 18, 2021 - 8am - Zoom - *Meetings take place on the 3rd Thursday of the Month.