

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

BOARD MEETING

JUNE 8, 2021

(WEBEX)

- | | | |
|-------|---|--------------------------|
| I. | Introductions & Public Comment: | (M. Reese) |
| II. | Approval of May Minutes | (M. Reese) |
| III. | Comments of Chair:
-BID Board meetings format update. | (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 | (J. Dietrich) |
| | -Business Attraction | (D. Wroten / K. Winston) |
| | -Customer Attraction | (T. Crisp / M. Martinez) |
| X. | Other Business: | |

Next Meeting: Tues., July 13, 2021 – Hybrid Meeting Format
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
May 11, 2021

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

I. Introductions, Public Comment

II. Approval of April Minutes:

Motion to Approve April Minutes:
Motion Passed: (S. Riper / J. Long)

III. Comments of Chair (M. Reese) Thank you to Steve Pitcherella for his continued work on preparing the reports for the BID's annual assessment billings. Malena Martinez will co-chair the Customer Attraction Committee with Thomas Crisp. The BID has a current opening on the Board of Directors, for a term that will expire at the end of 2023. To be considered for appointment, candidates must meet one of the following requirements: 1) Resident of the Borough; 2) Own commercial property in the BID; 3) Own or work at a business in the BID. Attend monthly Board meetings and participate on a BID committee and attend the committee's monthly meetings. (John will send to the Board the board membership agreement document)

IV. Executive Director Report - See Report

On Wed., May 26 at 7pm, the Borough will hold a full meeting of Council to discuss zoning changes. John will send a meeting reminder to the Board.

The BID now has a LinkedIn page. Please follow and invite others to follow:

<https://www.linkedin.com/company/west-chester-business-improvement-district/?viewAsMember=true>

The BID is working with the LGBT Equity Alliance of Chester County on their "Out All Summer" scavenger hunt fundraising program. The deadline to become a sponsor is May 31st.

New businesses: OZ Bridal, Sedona Tap House, Daniella Bella Photography. Gay Street Open-Air Market: The BID remains hopeful for a June street closure, but this will be determined based upon PECO's progress. Thank you to Borough Council for waiving platform fees for the off Gay Street businesses.

Discussion:

Vehicular Noise and Emissions: The Borough's Sustainability Advisory Committee (SAC) will be sending to Borough Council, the Mayor, and Police a memo asking for action on limiting vehicular noise in the Borough. SAC has asked the BID Board if it will support limiting vehicular noise in the Downtown and if we will send a memo in support of that initiative.

J. O'Brien asked for a Motion from the Board to support the Sustainability Advisory Committee's memorandum to Council and the Mayor on controlling vehicular noise in the downtown and to direct BID staff to write a statement to that effect.

Motion Passed: (J. Long, J. Dietrich) Bernie Flynn: Opposed (due to wording in SAC Memo.

Fall Gallery Walk: We need volunteers to participate on the planning committee. Meetings will take place monthly, starting in June. (Sandy: the restaurant group should be active in the planning process since they, also, benefit from the event.)

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

Audit:

Motion to accept the West Chester Business Improvement District Authority Financial Statements for Year Ended December 31, 2020.

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

Assessment Billing:

Motion to adopt Resolution No. 2, 2021 Imposing the 2021 Levy of the Annual Assessment Upon Benefitted Properties in the West Chester Business Improvement District.

Motion Passed: (J. Long / S. Riper)

The 2021 assessment billing will go out on/about June 1, with an extended due date of August 31.

VI. County Update: (Comm. Maxwell) The Chester County Health Dept. has recently opened two COVID-19 vaccination locations: a walk-in clinic at Exton Square Mall (former Sears store), and a drive-through clinic at Longwood Gardens (overflow lot). Chester County is on track to exceed the Governor's benchmark for vaccines given by May 31. Funding from the American Rescue Plan (ARP) has just come through. More information will be available shortly.

VII. Borough Update: (B. Flynn) Community service teams continue to clear trash and weeds from the downtown, through Judge Vito's court ordered community service program. The Borough is receiving complaints about loud music coming from downtown restaurant/bar establishments. Codes enforcement will be doing an inspection of the downtown sidewalks to identify issues that could present a safety hazard, such as missing, broken, raised bricks, etc. Sidewalk repairs are the responsibility of the landlord or the tenant.

VIII. WCDF Update: (M. Holliday) Moving ahead with planning for the September 25, 2021 Up on the Roof. Committee members added personal notes on sponsorship request letters, and the mailing will go out next week. The WCDF will accept applications for this year's grant program from late June through early July. Applications will be available on the website in early June.

IX. Committee Updates: (See Minutes)

Advocacy: (J. Dietrich) Mayoral candidate survey results are posted on the BID website.

Business Attraction (D. Wroten) Business presence still strong.

Customer Attraction – Meeting canceled – no update.

X. Other Updates: The Borough has canceled all parades for 2021, and K. Kurowski updated John, this week, that this year's Restaurant Festival is also canceled. The Borough has not yet set a date to reopen Borough Hall to the public.

XI. Adjournment: 9am

Next Meeting: Tues., June 8, 2021 – 8am – WebEx

Executive Director Report June 8, 2021

Board Vacancy

The BID currently has a vacancy on the Board of Directors. Please let myself or one of the Executive Board members know of any potential candidates who would be interested in serving. This term is until the end of 2023.

Gay Street Open Air Market

The Borough has received their final approval from the Federal Highway Administration (FHWA) to close Gay Street. The tentative date for the closure is June 16th at 8 a.m. I want to once again thank Borough Council for financing this event. The permit that the Borough received is good until September 24th. The Borough Manager asked me to assess what the BID's feeling are on asking the state and federal government for a permit extension.

To participate in the Open-Air Market, a business needs to sign and return the Rules document that the borough developed with input from the BID and an Indemnification form. These need to be returned to the BID prior to June 16th.

We have also worked with the Borough Manager to allow for outdoor dining options for Split Rail and Slow Hand when Gay Street is officially shut down. We would be utilizing extra concrete barriers to block these off-Gay Street Spots to better protect the customers from vehicle traffic. Market Street is a state road, so state regulations will still apply. We have reached out to Market Street businesses through our newsletters to gauge interest in using parking spots for outdoor dining.

West Chester Borough Proposed Zoning Changes

On Wednesday May 26th, Borough Council held a public hearing on the proposed comprehensive zoning updates. During this meeting Council considered making changes to the original draft. I am happy to report that Council has agreed to allow breweries, wineries, and limited distilleries in the Town Center and Commercial Service Districts as a permitted use instead of the conditional use that was being considered. This will go a long way in ensuring that our downtown does not have more empty store fronts.

The code will require that a business seeking to set-up as a brewery, winery, or limited distillery follow the following ten criteria:

1. The Pub Restaurant shall habitually and principally serve food to the public. At all times that alcoholic beverages are being sold or served, the Pub Restaurant shall be preparing, selling, and serving food.
2. Unless approved by Council as part of the conditional use decision, the Pub Restaurant shall not be combined with any other use including a nightclub, venue for the presentation of live or recorded music, or venue for theatrical, dramatic, comedic or celebrity appearances or performances.
3. Unless the Pub Restaurant holds a valid permit as a Restaurant-Café in accordance with Chapter 90A of the Code or as may be permitted by Council Resolution from time to time, the service and consumption of alcoholic beverages shall occur inside buildings.
4. All owners and managers of and servers of alcoholic beverages at the Pub Restaurant shall successfully complete the Pennsylvania Liquor Control Board Responsible Alcohol

Management Program. Written proof thereof shall be provided to the Borough from time to time upon request.

5. The Pub Restaurant shall be monitored by video cameras with at a minimum of 24-hours of digital or videotape back-up, which shall be made available to the Borough Police Department upon request. The cameras shall be located and continuously maintained along the public sidewalk adjacent to the premises and at all locations of entrances to the premises.
6. The owner or manager of the Pub Restaurant shall provide to the Borough the name and contact telephone number of a management individual for the purpose of handling and resolving complaints and problems.
7. Within twenty-four hours of receipt, the owner or manager of the Pub Restaurant shall advise the Borough of any violations of law charged or citation issued by the Pennsylvania Liquor Control Board, the Pennsylvania State Police or other law enforcement agency.
8. The owners, managers and employees of the Pub Restaurant shall use reasonable efforts to prevent loitering of customers on the public sidewalk or public areas outside the premises.
9. The owners, managers and employees of the Pub Restaurant shall sweep and clear any and all debris on the sidewalk adjacent to the Pub Restaurant immediately after the business closes each day.
10. The Pub Restaurant shall be operated and maintained at all times in compliance with the Pennsylvania Liquor Code, rules and regulations of the Pennsylvania Liquor Control Board, and all applicable federal, state, and local laws, ordinances, rules, and regulations.

The draft will now go back to the Chester County Planning Commission for approval. Council will then have some public meeting and then they can adopt it.

PECO Harmony Project

Infrasource (PECO's subcontractor) has been making good progress on trench digging and setting the new manholes. They are currently working on the 100 block of W Gay Street. They will then work on the 200 Block of W Gay Street. Additional work is going to be needed to restore the roadway. They are required to do a cutback on the existing trench and then mill and pave the road.

There may be some days where work will need to be done on the road while the Open-Air Market is up and running. This would only affect one block at a time and the BID will work with businesses to ensure the work can get done and there is time allotted for outdoor dining and retail.

Holiday Weekends in West Chester

The Old-Fashioned Christmas Parade has been cancelled for 2021. The BID is partnering with the Greater West Chester Chamber of Commerce to present "Holiday Weekends in West Chester." The goal is to add additional decorations such as string lights on High, Market, and possibly the cross-streets. Each weekend will have a theme with corresponding events to bring customers into the downtown. We have already begun meeting with the Chamber and planning events out.

Assessments

The 2021 assessment has been mailed out with a letter detailing the activities of the BID. Commercial properties will have until the end of August to pay the assessment. Normally there is a two-month window to pay assessments, but it has been extended a month due to the pandemic.

Community Service

In the months of April and May, the BID coordinated nearly 100 hours of court-mandated community service. The participants performed tasks such as litter collection, scrubbing big belly trash cans, cleaning benches, and weeding. If anyone has any tasks that would benefit the downtown, please let me know.

Pride Month

The BID is encouraging stores to decorate their store front in support of Pride. Stores that decorate will be entered in a drawing to win a prize basket comprised of local merchandise and gift cards. The BID will promote the stores that participate on Facebook and Instagram.

New Businesses!

- Little Shop of Nightmares (109 N Church)

6:46 PM

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

06/03/21

Accrual Basis

	Jan - May 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
BID Property Assessment - 2021	131.30	310,000.00	-309,868.70	0.0%
Gay St. Open Air Donations	540.00			
Borough of West Chester In Lieu	85,000.00	85,000.00	0.00	100.0%
GRANTS				
PA DCED Grant	7,725.00			
Total GRANTS	7,725.00			
WCDF Program Income	5,000.00	15,000.00	-10,000.00	33.3%
Total Income	98,396.30	410,000.00	-311,603.70	24.0%
Gross Profit	98,396.30	410,000.00	-311,603.70	24.0%
Expense				
Support Marketing				
WC Press Taste of WC Soc Med	0.00			
Website Design	5,625.00			
Total Support Marketing	5,625.00			
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	9,750.00	9,750.00	0.00	100.0%
Bookkeeping Expense	962.56	4,558.00	-3,595.44	21.1%
Insurance				
Administrator - Workers Comp.	2,215.00	3,600.00	-1,385.00	61.5%
Insurance - D&O	1,906.00	1,100.00	806.00	173.3%
Total Insurance	4,121.00	4,700.00	-579.00	87.7%
Legal Fees / Assessment Coll.	1,057.01	3,000.00	-1,942.99	35.2%
Office Equip. Maint./Repair	306.76	1,800.00	-1,493.24	17.0%
Office Equipment Lease	630.72	1,750.00	-1,119.28	36.0%
Office Supplies	405.27	1,800.00	-1,394.73	22.5%
Office Technology	0.00	2,000.00	-2,000.00	0.0%
Parking Validation	12.00	500.00	-488.00	2.4%
Postage	182.15	750.00	-567.85	24.3%
Printing				
5-Year Plan	0.00	0.00	0.00	0.0%
Printing - Other	0.00	525.00	-525.00	0.0%
Total Printing	0.00	525.00	-525.00	0.0%
Rent	13,090.26	26,194.00	-13,103.74	50.0%
Train. & Dev. / Conf.	0.00	500.00	-500.00	0.0%
Utilities	3,237.62	5,000.00	-1,762.38	64.8%
Website / Computer/ Phone	0.00	0.00	0.00	0.0%
Phone / Internet / Support	1,800.00	3,600.00	-1,800.00	50.0%
Office Tech - iPhone,PBID Mgr	850.00	2,040.00	-1,190.00	41.7%
Constant Contact	662.50	1,600.00	-937.50	41.4%
PA Downtown Center	5,450.00	400.00	5,050.00	1,362.5%
Total BID OFFICE OPERATIONS	42,517.85	70,767.00	-28,249.15	60.1%
BID COMMITTEE EXPENSE				
MARKETING				
Digital Advertising				
FaceBook Ads	0.00	9,000.00	-9,000.00	0.0%
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	1,319.40	10,000.00	-8,680.60	13.2%
Paid Company Boosts	267.94	15,000.00	-14,732.06	1.8%

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

06/03/21

Accrual Basis

	Jan - May 21	Budget	\$ Over Budget	% of Budget
Radio Advertisements	0.00	7,500.00	-7,500.00	0.0%
Total Digital Advertising	1,587.34	59,500.00	-57,912.66	2.7%
Print Advertising				
County Lines Magazine	1,000.00	2,000.00	-1,000.00	50.0%
FIG - West Chester	0.00	2,500.00	-2,500.00	0.0%
WC DOWNTOWN GUIDE	3,750.15	15,000.00	-11,249.85	25.0%
CTM Brochure Distribution	0.00	0.00	0.00	0.0%
Main Line Today	0.00	5,000.00	-5,000.00	0.0%
Total Print Advertising	4,750.15	24,500.00	-19,749.85	19.4%
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 Week...	0.00	2,500.00	-2,500.00	0.0%
Event Boosts	0.00	2,000.00	-2,000.00	0.0%
Misc Events	1,500.00	10,148.06	-8,648.06	14.8%
Holiday Window Decorating	667.12	1,500.00	-832.88	44.5%
Total Events	2,167.12	22,148.06	-19,980.94	9.8%
Website				
Domain Registration	40.00	50.00	-10.00	80.0%
Website Enhancements/SEO	2,050.00	10,000.00	-7,950.00	20.5%
Total Website	2,090.00	10,050.00	-7,960.00	20.8%
Total MARKETING	10,594.61	116,198.06	-105,603.45	9.1%
ADVOCACY				
Clean & Green	206.48	45,000.00	-44,793.52	0.5%
Total ADVOCACY	206.48	45,000.00	-44,793.52	0.5%
Total BID COMMITTEE EXPENSE	10,801.09	161,198.06	-150,396.97	6.7%
PERSONNEL				
Payroll Processing Expense	660.75	2,000.00	-1,339.25	33.0%
BID Employer Taxes	4,398.42	14,317.00	-9,918.58	30.7%
Director Salary & Benefits				
Director Salary - John	34,333.40	82,400.00	-48,066.60	41.7%
Director Benefits - John				
HSA Exp	0.00	0.00	0.00	0.0%
Retirement Exp	686.70	1,648.00	-961.30	41.7%
Healthcare Opt-Out Comp	0.00	5,000.00	-5,000.00	0.0%
Total Director Benefits - John	686.70	6,648.00	-5,961.30	10.3%
Director T&E Expenses	262.88			
Total Director Salary & Benefits	35,282.98	89,048.00	-53,765.02	39.6%
Office Manager Salary & Benefit				
Office Manager Salary	19,788.90	47,493.30	-27,704.40	41.7%
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	395.80	949.66	-553.86	41.7%
Total Office Manager - Benefits	395.80	14,716.64	-14,320.84	2.7%
Total Office Manager Salary & Benefit	20,184.70	62,209.94	-42,025.24	32.4%
Intern	1,325.50	3,960.00	-2,634.50	33.5%
Consultants	2,250.00	6,500.00	-4,250.00	34.6%

6:46 PM

06/03/21

Accrual Basis

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

	Jan - May 21	Budget	\$ Over Budget	% of Budget
Total PERSONNEL	64,102.35	178,034.94	-113,932.59	36.0%
Total Expense	123,046.29	410,000.00	-286,953.71	30.0%
Net Ordinary Income	-24,649.99	0.00	-24,649.99	100.0%
Net Income	-24,649.99	0.00	-24,649.99	100.0%

Minutes

8:00 am/ZOOM
May 28, 2021
Advocacy & Design Committee

-- Introductions- Julie Dietrich, Tony Celia, Pat Comerford, Will William, Roy Smith, Pattie Diggins, John O'Brien

-- Minutes

-- Discussion

- Vehicular Noise in the Downtown
 - The Borough's Sustainability Advisory Committee wrote a memo to Mayor Norley and Borough Council asking for stepped up enhancement on vehicular noise in the town. SAC's memo argued for increased enforcement on this issue to respond to the public health and environmental risk of increased exhaust fumes.
 - The BID Board of Directors voted nearly unanimously to support SAC's position. John O'Brien outlined how the noise issue has been a huge annoyance to many business owners.
- Borough Zoning Overhaul
 - After months of work, Borough Council has agreed to allow Breweries, Wineries, and Limited Distilleries as a Permitted Use provided, they follow certain criteria that will be established in the Zoning Code.
 - The Borough is now going to be submitting changes to the original draft to the Chester County Planning Commission. The Commission has 45 days to approve the changes and then the Borough will need to advertise two public meetings on the latest draft. Council will then be able to formally adopt the changes to the Zoning Code.
- Community Service Opportunities
 - Judge Marian Vito has designated the BID as one of three places that people who appear before her court can finish their community service.

- The BID has managed nearly 100 combined hours for April and May. Individuals have worked on picking up litter, cleaning benches, weeding, and scrubbing the Big Belly Trash and Recycling Cans.
- If any businesses have ideas on places that need cleaning in the Downtown, please contact John O'Brien.
- Hanging Gardens
 - The committee discussed the BID working with community groups to create a "Hanging Garden" in an alleyway in the downtown.
 - This effort is part of the BID's 5 Year plan to help beautify the alleyways.
 - The concept would utilize hanging greenery off of buildings or pre-fabricated holders to create a more vibrant alley. This would also help the environmental impact of rainwater.
 - The BID is looking to create a pilot program to test how successful this would be. The committee discussed Pearl Alley between the Bicentennial Garage and the Farmer's and Mechanics building or Prescott Alley behind Iron Hill as a possible place for the pilot program.
 - The group also discussed groups to partner with such as the West Chester Gardening Club and WCU.

-- Updates

- Election Results
 - Lillian DeBaptiste was the winner of the Democratic Primary for Mayor. Jordan Norley appears to have enough write-in votes to run as a Republican, but he has stated that he will not pursue that nomination.
 - Eric Lorgus intends to run as an Independent in the November General Election. To file as an independent a candidate must get signatures from registered voters on his/her nomination petition. The number of signers is two percent of the total voters in the prior election, which would be the 2017 Mayoral general election.
- Gay Street Open Air Market (Medium Term Goal)

- The borough received the federal permit on Friday May 28th. The permit is valid until September 24th. The BID will be working with the Borough to determine a date to close the street.

- Borough Update

- Borough Hall has reopened to the public. All Borough Council meeting and committee meetings will be in person.

-- Items not on the agenda

Business Attraction Committee Agenda

8:00 am/ZOOM
June 1, 2021

- Introductions- Denise Wroten, Lani Frank, Tom Walsh, John O'Brien
- Minutes
- Discussion
 - Review List of Open Properties
 - Committee reviewed the list of open properties.
 - Lani Frank has two new businesses at 117 W Gay Street. She will be sending their information to John O'Brien so that the BID can add them to the website.
 - Rimon's Grocery is leaving in September. Lani would like to keep it as a general grocery store. Lani asked the committee to contact her if they know of anyone who might be interested.
 - Proposed Zoning Changes (Hearing May 26th)
 - After months of work, Borough Council has agreed to allow Breweries, Wineries, and Limited Distilleries as a Permitted Use provided, they follow certain criteria that will be established in the Zoning Code.
 - The Borough is now going to be submitting changes to the original draft to the Chester County Planning Commission. The Commission has 45 days to approve the changes and then the Borough will need to advertise two public meetings on the latest draft. Council will then be able to formally adopt the changes to the Zoning Code.
 - Holidays Weekends in West Chester
 - While the Old-Fashioned Christmas Parade is not happening this year, the BID and the Chamber of Commerce are teaming up to present "Holiday

Weekends in West Chester”. The goal is to have events every week between Thanksgiving and New Year’s Day to drive people into town. Each weekend will be themed starting with Shop Small Weekend in the first weekend. If anyone has ideas about additional events, please reach out to John O’Brien.

- Gallery Walks
 - The BID is taking over the Gallery Walks from the Chamber of Commerce. The first Gallery Walk will be Friday October 1st.
 - A working group has been established and anyone who is interested in participating, please reach out to John.
- Updates
 - Gay Street Open Air Market
 - The borough received the federal permit on Friday May 28th. The permit is valid until September 24th. The BID will be working with the Borough to determine a date to close the street.
 - Business Closures
 - Mitch’s Gym
 - New Businesses in Downtown West Chester
 - Little Shop of Nightmares (109 N Church)
- Items not on the agenda

West Chester BID
Customer Attraction / Marketing Committee
May 20, 2021 - 8am - Zoom

Present: T. Crisp, T. Cosgrove, B. Galante, M. Guida, T. Hanks, P. Mavrides, C. Meadows, M. Nassini, S. Riper, V. Tettamanti, D. Wroten
BID Staff: J. O'Brien, E. McGuire

DISCUSSION

- **LGBT Equality Alliance:** "Out All Summer Passport to Fun" June–October. Deadline to sponsor May 31, 2021. Learn more: <https://lgbteachesco.org/sponsor> T. Crisp suggested that gift baskets/gift cards from downtown businesses be awarded to participating businesses for *best decorated* storefronts. Need graphics, logos, hashtags.
- **Gallery Walk – October 2021:** Ad hoc committee volunteers- T. Cosgrove, M. Nassini, M. Guida, S. Riper will plan and assist with legwork. John will extend invites to participate on the committee to Jeff Schaller (Chester Co. Studio Tours), John Baker (WCU, PAC), Mary Manning (Visual Expansion Gallery), Jimmer Breen (PAC), and Eric Weber (West Chester Views) Arrange plein air painting at various downtown locations, special performances at Uptown!, etc. during the week leading up to Gallery Walk, and on Sat./Sun. following Gallery walk. Showcase plein air artists' pieces during Gallery Walk. For plein air piece- professional artists or students from WCU's Art Dept.?
- **Digital Retail Map:** So that Polly Zobel can lead the discussion, this agenda item is tabled to next month.
- **"Holiday Weekends in West Chester":** Presented through a BID / Chamber partnership, the themed weekends will kick off with Shop Small Weekend, and will follow with the traditional lighting of the Christmas tree, carolers, holiday lights and decorations expanded to Market St., Santa on a fire truck. Exploring ice sculpting and ice skating. The BID hopes to coordinate an appearance by the Budweiser Clydesdales. Push shopping and dining!

UPDATES

- **Downtown Guide – Design / Distribution:** The 2021 guide will be available soon. Guides will be distributed through local efforts- (*downtown businesses, WCU, CVB, etc.*)
- **Chester County History Center Walking Tours:** The program includes both traditional and thematic tours in the downtown. The BID is a \$1,500 sponsor.
- **Gay Street Open-Air Market:** The Borough's application to close the street has received preliminary approval from PennDOT, and the application is now with the Federal Highway Administration. This year's closure is being financed by the Borough. John is working with a graphic designer to create signage for Gay St. that will promote the off-Gay St. businesses.
- **WC BID Video Program:** The videos that were produced by Schyler Marsh were good! The BID will continue to work with Schyler to produce videos of downtown events, as needed.
- **Ads in Parking Garage:** The BID had hoped to restart the program, offering priority to the off-Gay St. businesses during the Open-Air Market; however, the boards are currently in disrepair and very difficult to open/close.

Other:

- Chester County History Center: (C. Meadows) Will participate in county-wide Juneteenth festivals - June 10, 2021. Learn More: <https://www.vuproject.org/juneteenth>
- (P. Mavrides) Suggested a slogan for Downtown West Chester ... "A sophisticated alternative to the city".

Next Meeting: Thursday, June 17, 2021 - 8am - Zoom. *Meetings take place on the 3rd Thursday of the Month.