



Meeting of the
Economic Development Committee
February 11, 2019
6:30 pm

Members Present

BJ Breish
Denton Burnell
Alex Felts
Carrie Hawkins Charlton
Mark Ladley
Rege Mckenzie
Bruce Schwartz
Richard Strahm

Members Absent

Also Present

John Ernst, Borough Manager
Thomas York, Borough Resident

Approval of Meeting Minutes

Mr. Strahm made a motion to approve the minutes from the January 21, 2019 meeting minutes, Mr. Ladley seconded, and the Committee voted 8:0; the minutes have been approved.

COMMITTEE BUSINESS ITEMS:

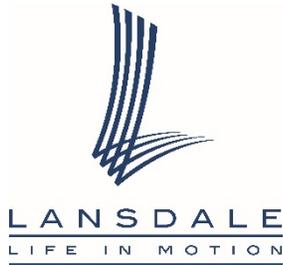
Façade Improvement Grant Applications

The committee received an application for a Façade Improvement Grant at 320 Madison Street. The smaller group has questions on the application so they will be meeting in the coming weeks and will hopefully have the application in front of the EDC in March.

New Businesses

The Borough welcomed the following businesses during the period of October 2018 through January 2019:

- Love Obsessed, 311 W. Main Street; Retail
- Affypro Company, 201 Green Street; Office (Biotech Research)
- NorthCare Women's Clinic, 311 N. Broad Street; Professional Medical Office
- Natural Relax, 17 W. Main Street; Personal Care/Massage Therapy



Business of the Month

Mr. Ladley will present the February Business of the Month the IEF Martial Arts Academy who have recently relocated to the Borough in the Pavilion Shopping Center. Mr. Burnell will present the Business of the Month in March.

BOROUGH EVENTS / DISCOVER LANSDALE EVENTS

- Civics 101 Legislative; February 12 at 7pm
- Mr. Schwartz reported that Restaurant Week was very well received in the town and will likely take place again next year and potentially again in the summer months.

OLD BUSINES

Hometown Press

After meeting with representatives from Hometown Press, they were not aware that the map they were to create would not be mailed to all the residences of the Borough. The concern that businesses would be less likely to advertise without a definite circulation was brought up by Hometown Press. They suggested that they could potentially create a newsletter and have a map insert to serve the EDC. This map would need to be 11" x 17" and would likely not contain the advertisers as they would be included in the Borough newsletter portion. This option would have no cost for the EDC as the Borough would be responsible for the cost of postage (distribution). Concerns from the EDC came up about map listings and advertising on something that isn't what the EDC initially intended, is the smaller map able to contain all the content EDC would want, what prevents the EDC from creating a larger map and sending it out. These questions are better suited for Hometown Press to answer so we will reach out to them for a further conversation.

Discover Lansdale Homebased Business Magazine Content

Mr. Strahm reported that he took the suggestion to Discover Lansdale and it is on the Board's radar, but with all the upcoming events and material there is no definite date for when it will be published.

Empty Storefronts

Mr. Strahm also shared that there currently are not many empty storefronts on Main Street. He will conduct a survey to see if there is space to start any type of program.

Marketing Materials

There was conversation previously about creating something from the EDC that businesses can use when going to trade shows or other events outside of Lansdale. We have created a packet that contains materials, but the information is in various formats and doesn't travel easily. Mr. Breish suggested we could post all the material on the Borough website and direct people there to view all



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the available material. Mr. Strahm also suggested that we could create something to give to real estate agents when working clients looking to locate (commercially or residentially) to Lansdale. Mr. Ernst stated that all these ideas are great thoughts, but Borough staff are not professional marketers and are also working on the day-to-day functions of the Borough. We will reach out to those who we have relationships with (Classic Towns, PA Downtown Center, etc.) to see if those professionals have ideas on what we can do as a commission and a Borough. Additionally, each member of the commission was asked to look at what other towns do as we aren't the first group to look at this process. Mr. Breish suggested that we add "Marketing" as a standing agenda item so we can talk about what members find each month.

NEW BUSINESS

Committee Vacancy

Mr. Burnell told the committee that with Mr. Breish's appointment to Council, his spot on the EDC will now be in the capacity of Council Member, not private citizen. With that movement, we now have an open spot on the Committee for a resident. We will advertise the opening as we do with all committees and it will go through the Appointments Committee to fill the open space.

PUBLIC COMMENT

Mr. Thomas York suggested that if the Borough was covering the cost of the business map and there wouldn't be any advertisers, we could list/locate former Businesses of the Month on the map to continue with publicity for them and to motivate other businesses to want the recognition.

****The next Economic Development Committee meeting will be held on Monday, March 18, 2019****