



Meeting of the
Economic Development Committee
April 15, 2019
6:30 pm

Members Present

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

Members Absent

Rege McKenzie

Also Present

John Ernst, Borough Manager

Approval of Meeting Minutes

Mr. Strahm made a motion to approve the minutes from the March 18, 2019 meeting minutes, Mr. Breish seconded, and the Committee voted 7:0; the minutes have been approved.

COMMITTEE BUSINESS ITEMS:

Façade Improvement Grant Applications

After review by the Façade Improvement Review Committee, they have recommended that the EDC approve the application for Dresher Arcade. Mr. Strahm made a motion to approve the grant in the amount of \$5000 for the project located at 317-319 W. Main Street, Mr. Schwartz seconded and the Committee voted 7:0. A letter stating approval and the reimbursement process will be sent to the applicant by the end of the week.

New Businesses

The Borough welcomed the following businesses during the period of February 2019:

- Lansdale Express LLP at 107 Walnut Street, Suite A | retail-cell phone repair

Business of the Month



LANSDALE
LIFE IN MOTION

Ms. Hawkins Charlton will present the Business of the Month in April to Jen Burnley of Scent and Sip. Mr. Schwartz will present in May to Keeney Printing Group.

MARKETING

A lively discussion took place on how the EDC can help to assist the Business Community in town as mentioned in our mission. We talked about the previous times that the Borough and the Chamber tried to create a group that would help existing businesses and try to attract new business; however, that group never panned out due to friction of members and owners. The idea of a Main Street Manager was also talked about again with the shift in momentum downtown. No matter what the outcome is, the EDC realized that we need to identify a practical approach to assisting our business community. Mr. Breish shared that the climate has changed since the previous groups attempted to assist so it may be a good time to start the conversation again with the new members on EDC.

BOROUGH EVENTS / DISCOVER LANSDALE EVENTS

- First Friday, May 3, 2019, 6:30 – 9:30 pm
- Civics 101 Wastewater Treatment Plant, May 14, 2019, 7pm
- Lansdale Farmers' Market, May 18, 9am – 1pm

OLD BUSINESS

Hometown Press

A draft of the EDC Map to be inserted in the Borough Hometown Press Newsletter was shared with the committee. Items to add to the map are: traffic data, number of businesses entering the borough, SEPTA stations and parking garage, how the Borough is going green and how to nominate a business for Business of the Month.

There was also discussion on how businesses were approached by Hometown Press for this publication. They did present themselves as from the Borough, not a third-party organization. There was also discussion of concern on the cost of advertising in the publication as it could detract businesses from spending any advertising dollars in Discover Lansdale publications.

NEW BUSINESS

Promotional Videos

Mr. Ernst shared an organization that provides free promotional town videos for municipal websites that was brought to him from the Mayor. They can provide this service at no cost to the Borough through advertisement dollars from businesses. While the group was interested in creating such videos, reaching out to businesses for more advertising dollars was not something we are willing to do at this time.



LANSDALE
LIFE IN MOTION

NPWA Rain Garden Project

Mr. Ernst shared that North Penn Water Authority has reached out to the Borough and we will be entered in a contest to win \$5000 toward the construction of a Rain Garden in White's Road Park. This project, in association with the Perkiomen Watershed Conservancy, will have a Facebook poll for Lansdale and Franconia Township and the municipality that receives the most votes will receive the funding. Voting will take place during Drinking Water Week, May 6 – 10, so be sure to vote and share so we can bring a Rain Garden to Lansdale.

PUBLIC COMMENT

none

****The next Economic Development Committee meeting will be held on Monday, May 20, 2019****