



Meeting of the
Economic Development Committee
June 12, 2023
6:30 pm; Council Chambers

Members Present

Mark Ladley - Absent
Rachael Bollens
BJ Breish
Rege McKenzie-Absent
Pete Naber-Absent
Rafia Razzak
Doug Bellenger-Absent

Also Present

John Ernst, Borough Manager
Jason Van Dame, Director of Community Development

Approval of Meeting Minutes

Approval of this evening's minutes postponed as the committee did not have a quorum.

COMMITTEE BUSINESS ITEMS:

Stephen Barth Presentation:

Mr. Barth will be attending the June meeting.

Mr. Van Dame reviewed Mr. Barth's report and committee and the members commented there was more substance and a definite improvement.

Committee members would like a strategic plan, from Mr. Barth along with a list of businesses and interactions with them along with possibly a list incoming as well as the outgoing businesses.

Mr. Van Dame pointed out the time Mr. Barth spends with business owners, not only the 8 hour a day allotted every Tuesday.

Off-Main Signs:

Mr. Van Dame reviewed with the committee members signage both wayfinding and directional. Discussion this evening addressed the use of logos and symbols for the program. In addition, Mr. Van Dame has created guidelines for those participating in program, including the goals, steps for if



LANSDALE
LIFE IN MOTION

this project is approved and steps for relocation or closure of a business. Please forward comments or concerns to Jason.

LBA Update:

Mr. Van Dame attended the meeting on Tuesday June 6th. Survey is indicating that the business owners are interested in the Borough helping with Marketing. Suggestions are (1) connection with Cardinal Camera offering classes to help educate with photography for business owners to use social media and (2) offer an event at Borough Hall assistance with social marketing.

Business of the Month:

Ms. Razzak will highlight the Business of the Month – Sultan Indian Cuisine

BOROUGH/DISCOVER LANSDALE EVENTS

Under the Lights Car Show – Saturday June 17th

Lansdale Beer Tasting Festival – Saturday June 24th.

White's Road Concert Series – Tuesday June 27th. AM Radio Tribute Band
Tuesday July 11th, Beat Tells

OLD BUSINESS

There was no old business to report this evening.

NEW BUSINESS

There was no new business to report this evening.

PUBLIC COMMENT

There was no public comment this evening.

The next Economic Development Committee meeting will be held on Monday July 17th, 2023