



Meeting of the
Economic Development Committee
June 17, 2019
6:30 pm

Members Present

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

Members Absent

Also Present

John Ernst, Borough Manager

Approval of Meeting Minutes

Mr. Strahm made a motion to approve the minutes from the May 20, 2019 meeting minutes, Mr. Burnell seconded, and the Committee voted 8:0; the minutes have been approved.

COMMITTEE BUSINESS ITEMS:

Façade Improvement Grant Applications

No new applications were received. There was further discussion on the Façade Improvement Grant applicant on Courtland Street for a multi-residential unit within in the commercial district which ultimately was decided to not fit the scope of the program's intent. Mr. Strahm made a motion to deny the application for 206 Courtland Street; Mr. McKenzie seconded, and the Committee voted 8:0 to deny the project.

New Businesses

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

- Blue Mountain Wellness at 415 West Main Street
- Allan Myers Inc. at 229-231 South Broad Street



LANSDALE
LIFE IN MOTION

Business of the Month

There will be no business of the month presented in the month of June.

MARKETING

Quotes for four potential advertising pieces were received; \$428.70 for 500 gatefold brochures, \$487.80 for 1000 gatefold brochures, \$151.80 for 500 oversized postcards and \$248.70 for 1000 oversized postcards. The Committee decided to move forward with a gatefold marketing piece that existing businesses will be able to take with them to conventions, fairs and other events to help market the Borough's business climate. Their first hand knowledge along with the brochure will help them be ambassadors to Lansdale and hopefully continue to attract quality businesses to the Borough.

BOROUGH EVENTS / DISCOVER LANSDALE EVENTS

- White's Road Concert Series; Tuesday evenings; 7pm, White's Road Park
- Beer Fest; June 22, 2019; 2-5pm
- First Friday; July 5; 6:30 – 9:30 pm; Downtown Lansdale

OLD BUSINESS

Hometown Press Maps

Hometown Press maps are completed and available for the EDC to use as they see fit. We have 1000 extra copies of the map which includes committee functions as well as a map of Businesses of the Month.

NEW BUSINESS

PA Downtown Center Funding Opportunities

Mr. Ernst shared potential opportunities through the Keystone Opportunities Program which is a part of DCED and help by offering potential funding to the Borough. This program requires the Borough to make a five year commitment to the program, which includes matching funds from the Borough, so we need to get all those details before making any decisions. What exactly that funding could be used for is something that we are looking to get further information on so we will reach out to have someone come to a future EDC meeting and give more specific details on the program.

PUBLIC COMMENT

none

****The next Economic Development Committee meeting will be held on Monday, July 15, 2019****