



Meeting of the
Economic Development Committee
January 20, 2025
6:30 pm, Council Chambers

Members' Present

Andrew Carroll, Chair
Doug Bellenger, Vice Chair
BJ Breish
Michael Yetter
Thomas McKee
Peter Worthington
Tony DiDomizio-Absent
Rob Panico

Also Present

John Ernst, Borough Manager
Alex Sickler
Bill Henning
Bruce & Helen Schwartz

Approval of Meeting Minutes

Mr. Yetter made a motion to approve the meeting minutes from December 15, 2025, Mr. Breish seconded, and the Committee voted 7:0; the minutes have been approved.

COMMITTEE BUSINESS ITEMS:

Committee Reorganization:

Mr. Carroll nominated Mr. Yetter as Chairman of the Economic Development Committee Mr. McKee second, and the Committee voted 7:0; the nomination has been approved.

Mr. Yetter nominated Mr. Bellenger to continue as Vice Chairman of the Economic Development Committee, Mr. Breish seconded, and the Committee voted 7:0 for the Vice Chairman.

Mr. Yetter thanked Mr. Carroll for what he accomplished as being the Chairman specifically the momentum and the creation of the subcommittees.



2026 EDC Goals and Priority Initiatives Discussion:

The Committee discussed for 2026 items that would be considered a priority and agreed to work on fewer items to completion. They are as follows:

- Main Street Manager Hiring
- Completion of the Welcome Packet for new businesses
- Redefine and Reestablish Business of the Month
- Support social media and web improvements
- Attending meetings and working along with the Parking Authority
- Support local businesses with access to parking permits
- Digital signage for events
- Work in conjunction with the Park & Recreation department
- Create an EDC event to raise awareness and celebrate local businesses
- Work with businesses and property owners trying to find a shared responsibility for maintenance and cleaning up

Two conference rooms available for the subcommittees to meet to utilize from 7:30 PM to 8:30 PM following the scheduled meeting and they are open to the public.

Downtown Wayfinding Signage: extension of program boundaries:

Review of the current Wayfinding Signage guidelines the committee agreed to adjust the parameters eliminate the 500-foot requirement off Main St along businesses on Broad St as well to have signage. The signage would also be on a first come first serve basis. Mr. Carroll made the motion to expand the corridor and signage on a first come first serve basis, Mr. Breish seconded and the Committee voted 7:0.

LBA Update:

The Lansdale Business Alliance is now meeting monthly and new businesses are attending and they are working together to pull ideas together for the new year. Looking for 2026 to be a year of stronger communication. They plan to collaborate with Discover Lansdale and EDC.



Old Business:

There was no old business to report this evening.

New Business:

Since the budget for 2026 allowed salary costs for the Main Street Manager and the expected hire date is March; he suggest the funds allocated be rolled back to the general fund. And requests a monthly review of the budget.

Mr. Yetter requested that more conversation be had with Discover Lansdale and it should become an agenda item.

Public Comment:

Resident Alex Sickler suggested increasing trash can service since they do seem to be full often enough.

**The next Economic Development Committee meeting will be held on Monday, February 9 2026.*