



Meeting of the  
Economic Development Committee  
June 22, 2020  
6:30 pm

Members Present

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

Members Absent

Lisamarie Brody

Also Present

John Ernst, Borough Manager  
Jen Burnley, Scent & Sip  
Michael Wister, Wister's Barbeque

Approval of Meeting Minutes

Mr. Burnell made a motion to approve the minutes from the February 10, 2020 meeting minutes, Mr. Schwartz seconded, and the Committee voted 8:0; the minutes have been approved.

**COMMITTEE BUSINESS ITEMS:**

Façade Improvement Grant Applications

No new applications were received.

**MARKETING**

Gatefold Marketing Piece

A focus for the piece needs to be identified before moving forward. Are we focusing on using it to attract business, highlight existing business' experience in Lansdale or is it to bring customers to the Borough? Additionally, with updated Census information coming out relatively soon, it may be more practical to wait and have updated statistics included in whatever format this piece takes.

**BOROUGH/DISCOVER LANSDALE EVENTS**



**LANSDALE**  
LIFE IN MOTION

### Discover Lansdale

Founders Day has been cancelled and August's First Friday will likely be cancelled as well. Ms. Burnley suggested that if the number of people gathering is an issue for these types of events, stores could open space within their shops for vendors. This would put the onus of controlling occupancy on the retailers but is an option that could be considered.

## **OLD BUSINESS**

### Eric Goldstein Place Management/Business Improvement Proposal Update

This initiative has been put on hold as responses from businesses now would likely be skewed in a post COVID climate. The committee discussed a possible survey that would seek input from businesses to see exactly what that post COVID climate looks like and what unanswered questions businesses have. Mr. Schwartz will put together a survey that can be emailed to businesses for their feedback. Questions will be circulated to the EDC for feedback prior to being sent out.

### Business of the Month

With virtual meetings seeming to be in place for the foreseeable future, presenting the Business of the Month is not exactly feasible and does not give the exposure that an in-person meeting delivers. Discussion on potentially highlighting businesses and/or creating a short video for social media would allow us to still move on with the program. Additionally, we could do a press release for local news outlets.

## **NEW BUSINESS**

### Curbside Pickup Parking

During the COVID-19 pandemic, the Borough designated four parking spaces on Main Street for curbside pickup that are ten minutes only. As we move into the reopening of businesses across the state and specifically in the Borough, there is conversation on the possibility of making these spaces permanent. While this could have possible positive and negative impacts to downtown businesses, it was brought before the EDC for discussion. To make these spaces permanent, Borough Council would need to adopt an ordinance designating the spaces which would then need to be posted with signage and clearly marked. Discussion on these spaces centered on how non-essential businesses that were closed during the pandemic could be negatively affected by the spaces as they would make an already cumbersome parking situation more complex. Those businesses that would benefit from these spaces as people are more likely to continue with pickup vs. eating in restaurants. There is no one set answer that will satisfy everyone which is why we will continue to have these discussions prior to any action being taken.

## **PUBLIC COMMENT**



**LANSDALE**  
LIFE IN MOTION

Throughout meeting.

***\*The next Economic Development Committee meeting will be held on Monday, July 20, 2020\****