



Meeting of the
Economic Development Committee
August 17, 2020
6:30 pm

Members Present

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

Members Absent

Lisamarie Brody
Alex Felts

Also Present

John Ernst, Borough Manager

Approval of Meeting Minutes

Mr. Strahm made a motion to approve the minutes from the July 20, 2020 meeting minutes, Mr. Burnell seconded, and the Committee voted 7:0; the minutes have been approved.

COMMITTEE BUSINESS ITEMS:

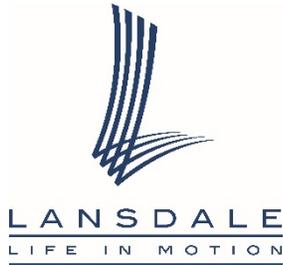
Façade Improvement Grant Applications

No new applications were received.

BOROUGH/DISCOVER LANSDALE EVENTS

Lansdale Borough

Concerts in the Park have returned on Tuesday nights in White's Road Park. Discussion on how to follow state mandates as well as provide guidance/rules to those who attend the concerts included mask ambassadors, announcements throughout the evening (not just the beginning), more visible social distancing markers and identification of possible choke points. The Borough and Parks Department will continue to monitor the events and should attendance be too high evaluations will be made on the remainder of the series.



Discover Lansdale

Discover Lansdale is looking to hold Cruise Night on Saturday, September 19 as participants will be in their vehicles and socially distanced by the nature of the event. Consideration must be taken into account for how to avoid crowds along the street and when taking donations of food for Manna on Main Street, but Discover Lansdale is looking into those potential obstacles.

Additionally, the Business Directory will come out next week and will feature the #LansdaleSTRONG week that will take place August 24 – 30. This will reward people for shopping, eating and supporting local businesses as we enter the post-COVID reality.

OLD BUSINESS

Business of the Month

As businesses continue to open, the EDC is looking at ways to help highlight those businesses. As the Business of the Month program is not running as it typically would, other ideas to share businesses with the community are welcomed as we move forward.

Short-Term Parking

Conversation continued on the subject of identifying a few short-term parking spaces in the core downtown area. These spots would be for 15 minutes so that people can park and grab items from shops and restaurants and then be back on their way. This brought up the idea of if we are looking for Main Street to be a destination that people park and patronize all the businesses or if we're looking at it being more geared toward pickup. Additional conversation revolved around the difficulty of enforcing short-term parking, with or without a parking enforcement officer. Additionally this topic was noted as something that a Business Improvement District (BID) would help to pay for using that specific tax. As the EDC does not have the ability to designate these spaces, they have asked that the conversation be moved to the Public Safety Agenda for their September meeting.

NEW BUSINESS

2020 Budget Allocation

The EDC discussed the possibility of assisting others within the Borough who are struggling as a result of COVID-19. As the committee's budget of \$25,000 typically goes toward Façade Improvement Grants and there is currently no real interest in that program the committee looked to return that funding to be used for others. As there is no way to earmark specifically what the funds be used for



LANSDALE
LIFE IN MOTION

the remaining funds will go back into the General Fund to be distributed as Borough Council decides to allocate assistance funds. Mr. McKenzie made a motion that all Economic Development Committee funds available as of November 1, 2020 be rolled back to the Borough's General Fund. Mr. Burnell seconded and the Committee voted 7:0.

PUBLIC COMMENT

None

The next Economic Development Committee meeting will be held on Monday, September 21, 2020