



Meeting of the
Economic Development Committee
September 21
6:30 pm

Members Present

Denton Burnell
Carrie Hawkins Charlton
Alex Felts
Mark Ladley
Rege McKenzie
Richard Strahm

Members Absent

BJ Breish
Lisamarie Brody
Bruce Schwartz

Also Present

John Ernst, Borough Manager
Rachel Riley, Valley Forge Tourism & Convention Board
Samantha Cummons, Valley Forge Tourism & Convention Board

Approval of Meeting Minutes

Mr. Burnell made a motion to approve the minutes from the August 17, 2020 meeting minutes, Mr. Strahm seconded, and the Committee voted 6:0; the minutes have been approved.

PRESENTATION

Valley Forge Tourism and Convention Board, Rachel Riley

Ms. Riley from the Valley Forge Tourism and Convention Board shared with the commission the mission of the organization is to promote towns within Montgomery County. As they are partially funded by the hotel occupancy tax, there is a special focus on hotel stays and packages but they promote all facets of life in Montgomery County. The organization has various subcategories that all fall under the brand including but not limited to events, distilleries, wineries and breweries, golf, shopping, wellness, trails, biking and animal friendly destinations.



LANSDALE
LIFE IN MOTION

The organization has made a shift in 2020 to digital visitor experiences as a response to COVID-19. There are many applications and social media platforms that show dining opportunities, allow for scheduling of hotel rooms, show historical locations and much more.

Ms. Riley also shared that the organization works with businesses in the county to promote them to visitors. Through the website, electronic newsletters, the visitor's guide and dining guide there are various opportunities for businesses to work with Valley Forge Tourism and Convention Board and market themselves to a greater audience.

COMMITTEE BUSINESS ITEMS:

Façade Improvement Grant Applications

An application for a FIG was received from the property owner of 315 West Main Street. This is the former PEAK Center building and the owner is looking to have both commercial and residential space in the building. The property owner is still assembling cost listings for the application and once those are submitted the application will be forwarded to the smaller group then to the full EDC for approval. Depending on when the items are received, the amount of budget returned to the Borough will be adjusted accordingly.

BOROUGH/DISCOVER LANSDALE EVENTS

Lansdale Borough

The final Concert in the Park will take place September 22 and there will be two more Lunchtime Concerts in Railroad Plaza. They will take place on Wednesday afternoons at 12pm.

Additionally, the committee discussed how/if holiday events will be able to take place in 2020. Mr. Ernst shared that the Borough continues to look at non-conventional ways to hold events to avoid crowds of people assembling.

Discover Lansdale

Cruise Night was held on September 19 and while it was very different in how it took place, it was well attended with various cars involved all donating to Manna on Main Street.

OLD BUSINESS

None

NEW BUSINESS



LANSDALE
LIFE IN MOTION

Business Spotlights

As the committee has put a hold on the Business of the Month program, Ms. Hawkins Charlton presented a "Business Spotlight" program that would offer some publicity for businesses in the Borough. A member would select a business to highlight with a photo or two and a quote to provide on the Borough's social media page. Members who are comfortable are encouraged to take current photos of the business, but photos from business social media/website can be used as well. These posts would go up weekly and Mr. Felts suggested to package the posts as a campaign for Small Business Saturday in November. Committee members were asked to brainstorm and send two to three businesses to Carrie and Tracy to compile a list.

PUBLIC COMMENT

None

****The next Economic Development Committee meeting will be held on Monday, October 19, 2020****