

Meeting of the
Economic Development Committee
April 22, 2016
6:30 pm

Members Present

Denton Burnell (CC)
Ellen Foulke
Carrie Hawkins Charlton
Mark Ladley (CC)
Ray Liberto
Steve Malagari
Bruce Schwartz
Richard Strahm
Jason Van Dame

Also Present

Jake Ziegler, Borough Manager
John Ernst, Assistant Borough Manager
Dan Sokil, The Reporter
Bill Allen
John Siegler
John Darab

Approval of Meeting Minutes

Mr. Malagari made a motion to approve the meeting minutes from the March 21 meeting; Mr. Burnell seconded the motion. The Committee voted 9:0 to approve.

COMMITTEE BUSINESS ITEMS

March New Businesses

Mr. Ernst announced that the Borough welcomed Stove and Tap as the new business in the month of March. This is a temporary Use & Occupancy permit until the second floor is opened.

Business of the Month

Mr. Liberto shared that he will present the award to Giuliano's Deli on Wednesday, April 20 during the Council Business Meeting. The family owned corner deli has been in town for over thirty years and continues to serve the residents with consistent food and welcoming atmosphere.

Committee Goals

The Committee continued to discuss how the EDC can serve as the driving force behind forward momentum in town. Topics that emerged included:

- Identifying a person, with experience, who can facilitate the various groups within the Borough and get them to work together to achieve realistic goals
- Creating a budget to reach our economic development goals
- Incorporating goals into achievable benchmarks and responsible parties

Mr. Burnell also presented the group with an Economic Development "Renaissance" Strategy Draft that outlines the approach, recommendations and possible next steps to meet the goals of the EDC.

BOROUGH EVENTS/DISCOVER LANSDALE EVENTS

Business Directory

Mr. Schwartz reported that the Business Directory has roughly 130 entries that fill fifty-two pages. The directory will be available at the May 6 First Friday events and then in businesses around town. The online version is still being worked on so any businesses that did not make it into the print version can still submit details to be included online.

First Friday

Mr. Strahm shared that Discover Lansdale is ready to start the 2016 First Friday season on May 6. The first First Friday will feature the zip line on Wood Street, DJ Chris Evans in Railroad Avenue, a family fun area featuring a puppeteer and a new band, AM Radio, on Wood Street.

COMMUNICATION COMMISISON UPDATE

Civics 101

Ms. Hawkins Charlton reported that dates for the first Civics 101 workshops have been set. The three sessions will be on May 3 (Government); May 10 (Police) and May 17 (District Court.)

PUBLIC COMMENT

Mr. Darab asked about the Trash Collection presentation on the Borough website and that it is missing. The presentation remains on the site, but is no longer on the homepage as it was featured there for two weeks with a link to the permanent page.

Mr. Siegler thanked the members of the EDC for the efforts they are putting forth to make Lansdale more attractive to new businesses as well as accommodating the existing businesses in town. Creating a clear vision through this group can only help get everyone on the same page and create a synergy among all groups.

****The next Economic Development Committee meeting will be held on Monday, May 16, 2016****