



Joint Meeting of the
Economic Development Committee
-and-
Communication Commission
June 28, 2016
7:00 pm

Members Present

Denton Burnell (CC)
Alex Felts (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
Nancy Frei
Jean Fritz
Helen Harlow Schwartz

Approval of EDC Meeting Minutes

Mr. Malagari made a motion to approve the meeting minutes from the May 16, 2016 meeting;
Mr. Strahm seconded the motion. The Committee voted 9:0 to approve.

Approval of Communication Commission Minutes

Mr. Burnell made a motion to approve the meeting minutes from the April 5, 2016 meeting; Mr.
Ladley seconded the motion. The Commission voted 5:0 to approve.

COMMITTEE BUSINESS ITEMS : Economic Development Committee

May New Businesses

Mr. Ernst announced that the Borough welcomed five businesses:

- Straightens Wheel Repair–Penn Street
- Hawaiian Reef LLC–Main Street
- The Total Look–Broad Street
- Foot Spa Body Work–Broad Street
- Lansdale Massage Therapy & Wellness LLC–Broad Street
- Branch Banking & Trust Company–Broad Street
- Sculpture Workshop–Cannon Avenue



Mr. Van Dame asked if Stove & Tap has received their Use & Occupancy permit since opening their second floor. Mr. Ernst will look and confirm, but he believes that they have.

Business of the Month

Mr. Malagari presented the June award to Henning's Trains during the June Council Business Meeting and they were extremely happy to receive the honor after over seventy-five years of business in the Borough.

Committee Goals

Mr. Van Dame shared that a Task Force/Steering Committee will be created to take a closer look at the Borough's Revitalization Plan and create measureable goals for the next five years. This group will consist of ten members with five of them coming from the EDC as they should be the driving force behind the community momentum. The remaining five members will be from groups within the community that are invested in the progress of Lansdale Borough.

COMMITTEE BUSINESS ITEMS : Communication Commission

Meeting Video Recording

Borough staff has met with two vendors and two video production companies about moving forward with video recording and posting of Borough Council meetings. After comparing quotes, three total as one production company rescinded their quote, there are follow up questions that will be asked to the three remaining vendors and a follow up report will be given. The cost estimates for this project range from \$26,000 to \$52,000. Mr. Burnell moved that the discussion of video recording be placed before Borough Council's Admin & Finance committee at their next meeting; Mr. Ladley seconded and the Commission voted 5:0 to send it to the committee.

Civics 101 Recap

Ms. Hawkins Charlton shared that there was positive response to our Civics 101 workshops and, based on feedback, the next session will move the District Court piece to Judge Levine's office in Station Square. There was also discussion of how to get more people to sign up and we're looking at possible promotion at First Fridays and Tuesday evening concerts.

Event Media Coverage

At the Commission's last meeting there was brief discussion on how to better get media coverage for events within the Borough throughout the year. Media contact for this year's Memorial Day parade was extremely positive so the group looked at how we could repeat that success for future events in the Borough. Events such as Mardi Gras Parade, Founders Day and the Tree Display are examples of Borough happenings where we could reach out to media outlets for possible B-roll footage and brief newsroom coverage. The group was challenged to think about what makes Lansdale unique and would be a "hook" for news coverage.



BOROUGH EVENTS / DISCOVER LANSDALE EVENTS

Lansdale Farmers' Market (Saturdays, 9am-1pm)

The Farmers' Market has seen great success in their new location at Hillcrest Shopping Center and continue to have events throughout the summer. Upcoming events include a presentation by the Lansdale Catholic Robotics team, food prep demonstration by the Culinary Arts Institute and they are excited to welcome new vendors for pickles and salmon later this month. Mr. Van Dame also shared that the businesses around the former market location are expressing that they are missing business on Saturday mornings so the market does bring additional business into town.

White's Road Concert Series (Tuesday evenings, 7pm)

Carl Saldutti and the entire Parks Department are excited to have returning bands and new exciting groups to entertain Borough residents and visitors. Be sure to check out the Borough website Parks page to get all the information on who is performing as well as the other entertainment available throughout the rest of the summer.

First Friday (July 1)

Mr. Strahm shared that there will be entertainment as well as an extremely talented balloon artist at July's First Friday festivities so be sure to come out July 1 from 6pm to 9pm in Downtown Lansdale.

Library Clean & Green Extravaganza (July 16)

The Lansdale Library will host their sixth annual Clean and Green Extravaganza featuring paper shredding, e-cycling, car wash and a used book sale with all proceeds going to the Library. No VT's will be collected.

A-Day at Round Guys Brewery

Mr. Liberto shared that on Saturday, July 2 from 4pm - 8pm there will be an arts show at Round Guys brewery. This is the show that previously took place at the former Third and Walnut Street bar.

NEW BUSINESS

QNB Façade Loan Program

Mr. Ernst met with April Donahue of QNB to discuss the possibility of loans for businesses to **make Façade Improvements; Mr. Ernst would like to invite Ms. Donahue to attend an upcoming EDC meeting to talk about this program as well as how her experience as a Main Street Manager can assist the EDC.**

NEW BUSINESS



LANSDALE
L I F E I N M O T I O N

Economic Development Business Packet

After discussion at a previous EDC meeting, an additional page will be added to our Economic Development packet that will include a listing of realtor offices for potential investors to contact about available spaces within the Borough.

Discover Lansdale Interactive Business Map

Discover Lansdale has added an interactive Business Directory Map on their website which showcases all the businesses that are listed in the Directory. They have also added downloadable versions of the directory and an updated listing of the Directory. They will also be listing any events taking place within the Borough, all event organizers need to do is submit the event at the bottom of the calendar on the Discover Lansdale website.

PUBLIC COMMENT

None

The next Economic Development Committee meeting will be held on Monday, July 18 , 2016