



Meeting of the
Economic Development Committee
March 18, 2019
6:30 pm

Members Present

BJ Breish
Denton Burnell
Alex Felts
Mark Ladley
Rege Mckenzie
Richard Strahm

Members Absent

Carrie Hawkins Charlton
Bruce Schwartz

Also Present

John Ernst, Borough Manager
Thomas York, Borough Resident

Approval of Meeting Minutes

Mr. Breish made a motion to approve the minutes from the February 11, 2019 meeting minutes, Mr. Burnell seconded, and the Committee voted 5:0; the minutes have been approved.

COMMITTEE BUSINESS ITEMS:

Facade Improvement Grant Applications

After review by the Façade Improvement Review Committee, they have recommended that the EDC approve the application for 320 Madison Street. Mr. McKenzie made a motion to approve the grant in the amount of \$5000 for the project located at 320 Madison Street, Mr. Breish seconded and the Committee voted 5:0. A letter stating approval and the reimbursement process will be sent to the applicant by the end of the week.

New Businesses

The Borough welcomed the following businesses during the period of February 2019:

- Natural Relax, 17 W. Main Street; Personal Care/Massage Therapy

Business of the Month



LANSDALE
LIFE IN MOTION

As the proposed recipient of the March Business of the Month was scheduled for surgery, there will be no presentation for the month; Mr. Burnell has moved his presentation to July. Ms. Hawkins Charlton will present in April and Mr. Schwartz will be in May.

MARKETING

Mr. Ladley noted that he will be meeting with Ms. Hawkins Charlton when she returns and will have more to report following that conversation.

BOROUGH EVENTS / DISCOVER LANSDALE EVENTS

- Gardening Class "Companion Planting Your Vegetable Garden" April 4, 7pm
- Civics 101 GIS and Public Works, April 9, 7pm
- First Friday, May 3, 6:30 pm – 9:30 pm, "Comic Zone"

OLD BUSINESS

Hometown Press

Hometown Press has been given the go-ahead from the Borough to proceed with a newsletter for 2019 in which a map will be inserted that contains material from the EDC. We will keep the committee up-to-date on the progress of the project as it continues.

NEW BUSINESS

Website Metrics

Mr. Burnell asked about the metrics of the website, specifically those of EDC pages. Staff will compile data for those pages along with other important analytics and send a report to the committee for their review.

PUBLIC COMMENT

Mr. York mentioned that it takes extra clicks to move through the website and land on the EDC pages. Staff will look at the arrangement of pages.

****The next Economic Development Committee meeting will be held on Monday, April 15, 2019****