



Meeting of the
Economic Development Committee
May 20, 2019
6:30 pm

Members Present

BJ Breish
Denton Burnell
Alex Felts
Carrie Hawkins Charlton
Richard Strahm
Bruce Schwartz

Members Absent

Mark Ladley
Rege McKenzie

Also Present

John Ernst, Borough Manager
Jason Van Dame, Borough Code Enforcement

Approval of Meeting Minutes

Mr. Strahm made a motion to approve the minutes from the April 15, 2019 meeting minutes, Mr. Breish seconded, and the Committee voted 6:0; the minutes have been approved.

COMMITTEE BUSINESS ITEMS:

Façade Improvement Grant Applications

After review by the Façade Improvement Review Committee, they have recommended that the EDC approve the application for Breathe Salon. Mr. Strahm made a motion to approve the grant in the amount of \$5000 for the project located at 703 W. Main Street, Mr. Burnell seconded and the Committee voted 6:0. A letter stating approval and the reimbursement process will be sent to the applicant by the end of the week.

Mr. Van Dame also shared that the review committee looked at an application for a building on Courtland Street that houses multiple residences which technically qualifies as a commercial property. The small group had questions for the owner so did not make a recommendation for the EDC to approved until those questions are answered. Mr. Van Dame will follow up with the committee as answers are ironed out.



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New Businesses

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

- STAND Financial Services on North Cannon Avenue
- Choice Mini Mart & Smoke Shop on North Broad Street

Business of the Month

Mr. Schwartz will present Keeney Printing Group the Business of the Month for May and Mr. Strahm will present for June.

MARKETING

Conversations continued on how to market the businesses in the Borough and how the EDC can assist. After speaking with Mr. Ladley, Ms. Hawkins Charlton asked that we look at quotes for materials including an 11 x 17 gatefold piece as well as an oversized 6 x 9 postcard. Ms. Flynn will get quotes for the pieces and bring them to the committee for discussion in June.

BOROUGH EVENTS / DISCOVER LANSDALE EVENTS

- Movie in the Park, "Ralph Breaks the Internet"; May 24 at dusk
- Pre-Memorial Day Parade Clean Up; May 25 at 9:30 am Main Street
- White's Road Pool Opens; May 25, 12:00 – 7:00 pm
- "Salute to Saldutti" Concert Series Kick Off; May 28 at 7:00 pm; White's Road Park
- Memorial Day Parade; May 27, Main Street at 9:00 am
- Memorial Day Ceremony; May 27, Memorial Park at 10:00 am
- Lansdale Day (sponsored by North Penn Rotary); June 1 10:00 am – 4:00 pm
- First Friday, June 7, 2019, 6:30 – 9:30 pm
- Civics 101 Electric Department, June 11, 2019, 7pm
- Under the Lights Car Show, June 15, 7pm

OLD BUSINESS

Hometown Press

Hometown Press continues to work on the insert for the Borough Newsletter and are tentatively looking to distribute them mid-June.

NEW BUSINESS

Non-Vehicular Traffic

Mr. Breish asked about ways to address those who come to our main street shops by transportation means other than cars, specifically bike and foot traffic. When the Liberty Bell Trail opens we will hopefully have an influx of people coming to town on bikes and by foot so we need to be sure that



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we have a plan for them. We will continue to look into this and have conversations with the engineers to see what plans are in place and what we can do additionally to make these amenities available.

PUBLIC COMMENT

none

****The next Economic Development Committee meeting will be held on Monday, June 17, 2019****