



Meeting of the
Economic Development Committee
March 15, 2021
6:30 pm; held via Zoom

Members Present

BJ Breish
Carrie Hawkins Charlton
Alex Felts
Mark Ladley
Rege McKenzie
Bruce Schwartz
Richard Strahm

Members Absent

Denton Burnell

Also Present

John Ernst, Borough Manager
Jason Van Dame, Director of Community Development
Michael Maier, Westrum Development

Approval of Meeting Minutes

Mr. Strahm made a motion to approve the minutes from the November 16, 2020 meeting minutes, Mr. Schwartz seconded, and the Committee voted 7:0; the minutes have been approved.

COMMITTEE BUSINESS ITEMS:

Façade Improvement Grant Applications

While no new applications were received, Mr. Ernst reported that the Borough will be receiving \$1.6 million in relief funding. This is very early in the process so there are no concrete details on restrictions of how to allocate funding, but he wanted to share with the committee so they can start thinking about how the EDC may be able to help businesses get back on their feet with a portion of this funding.

Economic Development Incentive Application: Westrum Development, 117 S. Broad Street

Mr. Van Dame shared that Westrum Development has submitted an application for the Economic Development Incentive program. They will be investing \$250,000 with an equivalent of 5 full-time employees so they qualify for a 25% reduction in permitting fees and a 5% credit to Borough electric. The committee discussed that the full-time employees will not start until construction is complete and



LANSDALE
LIFE IN MOTION

the fee reduction is more beneficial to applicants prior to construction so there is some discrepancies in the ordinance language as to when those reductions take place. Further discussion on how to possibly adapt the ordinance to avoid these issues will take place.

Following discussion, Mr. Strahm made a motion to recommend the Economic Development Incentive for the Westrum Development project located at 117 S. Broad Street for Borough Council approval; Mr. McKenzie seconded and the Committee voted 7:0.

BOROUGH/DISCOVER LANSDALE EVENTS

Discover Lansdale

Mr. Schwartz shared that Discover Lansdale will hold a third LansdaleSTRONG week beginning April 5 running through April 11. Details are still being finalized, but as they are confirmed Discover Lansdale will publicize them.

Additionally, Founders Day plans are beginning as well as planning for First Fridays. Much of this will be dependent upon restrictions in place, but the organization is looking to hold events safely and under proper protocols.

OLD BUSINESS

Eric Goldstein Contract

The EDC contracted Eric Goldstein in February of 2020 to work with businesses in the Borough but unfortunately the timing was less than ideal as COVID hit directly as his contract began. There is still a contract with the Borough and Mr. Goldstein and the committee discussed if this is the appropriate time to ask for input from businesses or if it may be more beneficial to change the parameters of the contract. Mr. Van Dame will reach out to Eric and they will discuss what is the best course of action moving forward.

NEW BUSINESS

New Director of Community Development

Jason Van Dame was named the Borough's Director of Community Development and with this new position he will be stepping in and being more active with the EDC. Jason is no stranger to the committee as he chaired it previously.

PUBLIC COMMENT

None

****The next Economic Development Committee meeting will be held on Monday, April 19, 2021****