



Meeting of the  
Economic Development Committee  
June 21, 2021  
6:30 pm; Council Chambers

Members Present

Denton Burnell  
Carrie Hawkins Charlton  
Mark Ladley  
Rege McKenzie  
Richard Strahm

Members Absent

BJ Breish  
Bruce Schwartz

Also Present

Jason Van Dame, Director of Community Development  
John J. Ernst, Borough Manager  
Garry Herbert, Mayor

Approval of Meeting Minutes

Mr. Strahm made a motion to approve the minutes from the May 17, 2021 meeting minutes, Mr. Burnell seconded, and the Committee voted 5:0; the minutes have been approved.

**COMMITTEE BUSINESS ITEMS:**

*Viewpoint with Dennis Quaid—PBS Series Potential Lansdale Feature*

Mr. Herbert shared with the committee that he was approached by PBS production about a potential feature of Lansdale on the show Viewpoint with Dennis Quaid. This show features great places to live, work and visit. The deliverables that the Borough would receive include:

- Public TV Segment: This would run 3-5 minutes during the show and highlights the ideals that make Lansdale attractive to live, work and visit. The Borough does have some creative control on what is included in this segment.
- “Corporate ID Demo”: This is a longer segment emailed directly to roughly 1 million subscribers who have opted in for communication from the show. This is more of a sales/tourism focus and would run around 6 minutes.
- Educational Segment: This 1 minute piece would run on national networks 400 times reaching nearly 84 million people during the prime time tv hours of 6pm – 11pm.



**LANSDALE**  
LIFE IN MOTION

All footage that is shot for the final segments, b-roll included, is property of the Borough and can be used on future marketing/publicity materials for the Borough. There is a rough estimate that this would run in the fall of 2021 and would come at a cost of \$26,000 to the Borough. It is worth noting that the Borough was only approached because we are on the short list for the project, there is no guarantee that if we decide to proceed that we will be selected to be featured.

*EDC Member Resignation*

Ms. Hawkins Charlton shared that Alex Felts has resigned from his position on the EDC. She thanked Alex for his involvement on the committee over his tenure and noted his contributions not only to the EDC but also to the Communications Commission.

**BOROUGH/DISCOVER LANSDALE EVENTS**

*Discover Lansdale*

First Fridays will be back starting July 2, 2021. The event will feature many of the same happenings as previous years including live music, beer garden, food, family activities and more. July's event will be a salute to America in honor of Independence Day. Discover Lansdale is very excited to bring this event back to town after a year of no events.

*Lansdale Borough*

Concerts in the Park continue throughout the summer and those that have been cancelled due to rain have been rescheduled for later in the series. Additionally, the Movie in the Park series has not started as the first was cancelled due to rain, but we're looking forward to the July showing of Trolls World Tour.

**OLD BUSINESS**

*Business Survey Results*

Results for the survey were very underwhelming as there were only five responses from businesses. The committee discussed the possibility of holding a more focused discussion now that we can meet in person without restrictions. Additionally there was talk on potentially talking with landlords of the residential properties as well as commercial business owners.

*Eric Goldstein Contract*

The Business Survey results discussion led into the contract that we will have with Mr. Goldstein. The discussions that we would like to have with businesses may well be best suited for Eric as part of his contracted work. The committee decided to have Mr. Goldstein move forward and come to the Borough and begin his contracted work. Mr. Van Dame will speak with Mr. Goldstein about starting to move forward with this project.

**NEW BUSINESS**



**LANSDALE**  
LIFE IN MOTION

*Resuming Business of the Month*

As Council is meeting in person again the committee is looking to start the Business of the Month presentations at Council Business Meetings again. We are looking to start the presentations this fall; a schedule of presenters will be created and shared with the group at the July EDC meeting.

**PUBLIC COMMENT**

None

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