



Meeting of the
Economic Development Committee
April 19, 2021
6:30 pm; held via Zoom

Members Present

BJ Breish
Denton Burnell
Carrie Hawkins Charlton
Alex Felts
Rege McKenzie
Bruce Schwartz (arrived at 7:09 pm)
Richard Strahm

Members Absent

Mark Ladley

Also Present

Jason Van Dame, Director of Community Development

Approval of Meeting Minutes

Mr. Strahm made a motion to approve the minutes from the March 15, 2021 meeting minutes, Mr. McKenzie seconded, and the Committee voted 6:0; the minutes have been approved.

COMMITTEE BUSINESS ITEMS:

Façade Improvement Grant Application: 211-213 North Broad Street

Mr. Van Dame shared that the applicant submitted work to be completed on three sides of the building while the program guidelines state that work is to be completed on sides that can be seen from a public street. As only two of the building sides are visible from a public roadway, the committee decided that those would be suitable for reimbursement. Additionally, there was discussion regarding the exhaust fans and if it would be possible to suggest that those be "cleaned up" as part of the renovation as well. Mr. Van Dame will reach out to the applicant and have them update the submission with broken down pricing as well as a more specific paint color choice so that the application can be sent to the smaller architectural review board. Mr. Van Dame stated that the project will be completed with or without FIG funding so waiting another month for approval will not affect the project timeline for the owner/tenants.



LANSDALE
LIFE IN MOTION

BOROUGH/DISCOVER LANSDALE EVENTS

Discover Lansdale

Mr. Strahm shared that Discover Lansdale continues to work on how to bring events to town in a safe fashion. Discussions with the Borough and Lansdale Police Department are ongoing to hopefully bring back these monthly events.

And in good news for events, Founders Day received approval from Montgomery County to be held so it will now be submitted to the Borough's Special Events Committee for their consideration.

The Borough will hold its White's Road Park Entertainment again this summer with the concert series kicking off on June 1 and the movies in the park will be held one each summer month.

Mr. Breish also shared that in celebration of Earth Day, the Friends of Lansdale Parks will be holding a park clean up on April 24 and are looking to continue those clean up sessions as well as potentially adding downtown clean ups as well.

OLD BUSINESS

Eric Goldstein Contract

Mr. Van Dame shared that he spoke with Mr. Goldstein and they are looking at moving forward with the first section of his original proposal including researching existing documents and scheduling on-site visit of the downtown in addition to conversations with businesses. The committee discussed if there was a more pressing need to identify a short-term strategy for businesses rather than work on a long-term plan without knowing how the pandemic will affect businesses. A potential business town hall with Eric moderating was suggested as well; the purpose of the meeting would be to find what businesses need rather than a venting session. As an alternative to a Town Hall, Mr. Schwartz suggested that we could create a follow up survey to be sent via email asking Borough businesses what their greatest need is currently. There was also further discussion on whether creating short-term solutions were the best use of Mr. Goldstein's knowledge.

NEW BUSINESS

Business Spotlights

Ms. Hawkins Charlton asked the committee if the Business Spotlights were still worth posting? Committee members shared that those businesses who have been in the spotlight were thankful for the free publicity so it is worth keeping them moving forward. An updated schedule will be sent to the committee for their spotlight dates.



LANSDALE
LIFE IN MOTION

PUBLIC COMMENT

None

The next Economic Development Committee meeting will be held on Monday, May 17, 2021