



Meeting of the  
Economic Development Committee  
July 19, 2021  
6:30 pm; Council Chambers

Members Present

BJ Breish  
Denton Burnell  
Carrie Hawkins Charlton  
Rege McKenzie (arrived at 6:41 pm)  
Bruce Schwartz  
Richard Strahm

Members Absent

Mark Ladley

Also Present

Jason Frank, Viewpoint  
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 June 21, 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*

Jason from Viewpoint reviewed the deliverables from the production which 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.



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Jason also shared that these pieces cost \$250,000 but they only charge the participants a small portion of that cost. The remaining cost is from the studio and other participants. He also assured us that the Borough would have final sign off on anything that is produced and promoted. The pieces are distributed to the agencies, who are under no obligation to air it, but typically they will as they bridge the gap between peak and prime time viewing.

Jason let the group know that it is a five to six week turnaround from filming to pieces being ready for distribution and that they are looking to start filming at the end of the summer into early fall. The Borough will want to see what we are signing up for prior to making any decisions so Jason will forward a contract for us to look at.

Discussion regarding what the message of the video took place wondering if it would be geared toward retail space, commercial space, residential, etc. along with who the target audience of the pieces would be. Having the footage for our use would be nice, but they need to be used appropriately and without direction that is hard to assure will happen. Following the discussion Mr. Strahm made a motion to move forward with the Viewpoint program following the review of the contract supplied to the Borough; Mr. Breish seconded the motion and the committee voted 6:0 in favor.

#### *Electric Incentive—Village Handcrafted*

Mr. Van Dame shared the application for Village Handcrafted Cabinetry for the Electric Incentive. They come in at the second highest tier and have met all the requirements through their reinvestment into their business. Mr. Schwartz made a motion to recommend approval of Village Handcrafted Cabinetry to Borough Council for the Economic Incentive; Mr. Burnell seconded and the committee vote 6:0 in favor.

#### *Façade Improvement Grant—Susquehanna Avenue*

Mr. Van Dame brought to the committee's attention that there will be an application for a Façade Improvement Grant coming in at 34 Susquehanna Avenue. This will be to make improvements to the Reporter building.

### **BOROUGH/DISCOVER LANSDALE EVENTS**

#### *Discover Lansdale*

The Borough will be celebrating our 150<sup>th</sup> anniversary in 2022 and planning for the celebration has started with the "Buy a Brick" fundraiser. The bricks will be placed around the newly installed Mayor Michael DiNunzio, Sr. Gazebo in Memorial Park.



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Also, the Business Directory is in process so it should be out in the coming month. Any new businesses that are looking to be included can reach out to Bruce through the Discover Lansdale website.

### **OLD BUSINESS**

#### *Eric Goldstein Contract*

Eric has rescheduled his trip to Lansdale for the end of July so there will be more information following that.

### **NEW BUSINESS**

#### *Resuming Business of the Month*

Discussion on if there is a better model of the Business of the Month started and will be added to the agenda for the August meeting for further discussion.

### **PUBLIC COMMENT**

None

***\*The next Economic Development Committee meeting will be held on Monday, August 16, 2021\****