



Meeting of the
Economic Development Committee
August 16, 2021
6:30 pm; Council Chambers

Members Present

BJ Breish
Denton Burnell
Carrie Hawkins Charlton
Mark Ladley
Rege McKenzie
Bruce Schwartz
Richard Strahm

Also Present

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

Approval of Meeting Minutes

Mr. Strahm made a motion to approve the minutes from the July 19, 2021 meeting minutes, Mr. Schwartz seconded, and the Committee voted 7:0; the minutes have been approved.

COMMITTEE BUSINESS ITEMS:

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. They qualify for 50% reduction in fees and a 7% discount on electric service. The incentive was placed before Council and has been approved for the above discount.

Façade Improvement Grant—34 Susquehanna Avenue

Mr. Van Dame shared the submitted application for a façade improvement grant at 34 Susquehanna Avenue. This is the building that formerly housed The Reporter and will be used as a wine tasting room. The façade funding will be used to fund the ramp that needs to be added to the building for ADA purposes. Following discussions, Mr. Strahm made a motion to approve the Façade Improvement Grant for 34 Susquehanna Avenue; Mr. Burnell seconded and the committee voted 7:0 to approve.

Business of the Month



LANSDALE
LIFE IN MOTION

Discussion continued on how to best continue with our Business of the Month features. There was discussion on rather than simply featuring a business at a Council Meeting, creating a campaign that would last throughout the month using social media postings, website postings, newsletter features and a culmination of the presentation during a council meeting.

BOROUGH/DISCOVER LANSDALE EVENTS

Discover Lansdale

Founders Day will take place on August 28 from 9:00 am to 10:00 pm and First Friday will take place on September 3 from 6:00 pm to 9:00 pm.

Concerts in the Park have been rescheduled for September 21 and September 28. These are the concerts that were rained out over the summer schedule.

OLD BUSINESS

Viewpoint Series

In order to move forward with the programming, it will be a cost of \$3500 to the Borough. While the group recognized that having the program pieces and the bonus footage, there is no real plan of what the Borough would do with these items. And Council will want to know what the plan is if we are going to put out this amount of money; without a set marketing plan this is not the best place for the EDC to use their budget.

Eric Goldstein Contract

Eric is visiting the business district and currently is reviewing our plan and putting together a survey for businesses as well as starting to set up interviews with stakeholders. There is no set timeline for his work, but he continues to check in with Mr. Van Dame throughout the process.

NEW BUSINESS

None

PUBLIC COMMENT

None

****The next Economic Development Committee meeting will be held on Monday, September 20, 2021****