

MALVERN BOROUGH  
MAIN STREET REVITALIZATION TASK FORCE  
In-Person & Via Zoom Conference  
Malvern, PA 19355

July 20, 2023  
8:00 AM

1. CALL TO ORDER – 8:00 AM

TASK FORCE MEMBERS PRESENT:

Eric Rea, Chair  
Christy Campli, Vice-Chair  
Tina Corrado, Member  
Lynne D. Frederick, Member via ZOOM  
Meghan Miller

STAFF & PROFESSIONALS PRESENT:

Tiffany M. Loomis, Borough Manager & Zoning Officer  
Mayor Zeyn B. Uzman

STAFF & PROFESSIONALS ABSENT:

Corinne J. Badman, Assistant Borough Manager & Assistant Zoning Officer

1. CALL TO ORDER – 8:00 AM

Hugo Schmitt was also in attendance at the meeting via ZOOM

2. APPROVAL OF AGENDA

A motion was made by Chairman. Eric Rae, seconded by Vice Chair Christy Campli, and carried by a vote of 5-0, to approve the agenda for the July 20, 2023 meeting of the Main Street Revitalization Task Force as amended per including approval of the minutes.

3. APPROVAL OF THE MINUTES

A motion was made by Chairman Eric Rae, seconded by Vice Chair Christy Campli, and carried by a vote of 5-0 to approve the minutes from the July 6, 2023 meeting as amended.

The amendment to the July 6, 2023 meeting minutes included the following:

- The scope of our task force focus encompasses King Street from the Fire Hall to the Beverage Distributor
- The clarification of our strategy as a committee is to gather feedback from merchants and property owners on King Street. To establish what items are actionable and to create a road map and recommendations to submit to Borough Council.

4. VISION & STRATEGY DICUSSION

**SHARED RESPONSES FROM MBPA BOARD MEETING**

Secretary, Tina Corrado shared the responses that the task force has received thus far from past and present MBPA members in regards to our questionnaire that was emailed by Borough Manager Loomis on July 19,

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2023. For the businesses that do not respond to our emailed questionnaire the committee intends on dividing up that list to go to door-to-door in hopes of gathering more information.

The overall theme from those responses is that Malvern needs MORE. More merchants, more businesses, more branding, more signage, more communication, more unity.

### **OPEN DISCUSSION**

Mayor Uzman announced that he is working with engineering on an initiative to develop a better signage and pole flag display plan for King Street

The Task Force discussed the impact of empty locations at East Side Flats. The plan is to reach out to closed business owners to inquire about the reasons behind closing their doors and to gather more feedback about their overall thoughts on King Street.

Borough Manager Loomis will be supplying the task force with a detailed list of King Street property owners, contacts, businesses occupying spaces, addresses, etc. to the task force to evaluate for additional information as well. Feedback gathered from all of these inquiries will be due and discussed at the August 17, 2023 of the Main Street Revitalization Task Force.

The Task Force discussed the three possible funding options for a potential Main Street Manager. Borough Manager Loomis added the forum details to our shared drive from the Community Revitalization, PA Downtown presentation.

The Task Force discussed the recurring topic from feedback about parking and parking requirement on King Street. A request to Borough Manager Loomis to upload the traffic study to our shared drive was made. Recommendation by task force to potentially revisit and revise the parking code.

### **DELIVERABLE PLAN**

The Task Force Member, Meghan Miller, will begin on framework for a presentation that we can submit to Borough Council. Details of presentation will include findings, opportunities for King St identified by committee, and a prioritization on what is actionable.

The Task Force plans to submit interim findings to Borough Council in the next few months prior to a final meeting.

## 5. PUBLIC COMMENT

Hugo Schmitt commented that sometime in the 1980s the Borough had parking meters and was opposed by many and eventually removed from the district

## 6. ADJOURNMENT

A motion was made by Chairman Eric Rae., seconded by Vice Chair Christy Campli., and carried by a vote of 5-0, to adjourn the meeting at 9:56 AM

Respectfully submitted by,  
Tina Corrado  
Secretary for the Main Street Revitalization Task Force