

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

July 6, 2023
2:00 PM

1. CALL TO ORDER – 7:30 PM

TASK FORCE MEMBERS PRESENT:

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

STAFF & PROFESSIONALS PRESENT:

Tiffany M. Loomis, Borough Manager & Zoning Officer
Corinne J. Badman, Assistant Borough Manager & Assistant Zoning Officer
Mayor Zeyn B. Uzman

1. CALL TO ORDER – 2:01 PM

2. INTRODUCTIONS

Chairman Rea introduced himself, including all Task Force and staff members. Danny Fruchter, Katherine Summers, Nic Bocella, Hugo Schmitt, and Mark Evans were also in attendance at the meeting.

3. APPROVAL OF AGENDA

A motion was made by Ms. Lynne D. Frederick, seconded by Vice Chair Christy Campli., and carried by a vote of 5-0, to approve the agenda for the July 6, 2023 meeting of the Main Street Revitalization Task Force as presented.

4. ELECT VICE-CHAIR & SECRETARY

A motion was made by Ms. Lynne D. Frederick, seconded by Vice Chair Christy Campli., and carried by a vote of 5-0, to approve the agenda for the July 6, 2023 meeting of the Main Street Revitalization Task Force as presented.

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5. MEETING SCHEDULE

A motion was made by Ms. Lynne D. Frederick, seconded by Vice Chair Christy Campli., and carried by a vote of 5-0, to approve the following meeting schedule as presented:

MAIN STREET REVITALIZATION TASK FORCE MEETING

Page 2 |

- Thursday, July 20, 2023 @ 8AM
- Thursday, August 3, 2023 @ 8AM
- Thursday, August 17, 2023 @ 8AM
- Thursday, August 31, 2023 @ 8AM
- Thursday, September 14, 2023 @ 8AM

6. OUTLINE FOR FUTURE MEETINGS

Chairman Rea focused on the process for moving forward, as well as the vision.

Mark Evans, Director of Planning for Derck & Edson, gave suggestions on how to approach moving forward, as well as provided a “Community Checkup” document for everyone to review.

A list of questions was drafted to survey the business community to include the following:

- What is your overall vision for King Street
- What kinds of businesses do you feel are lacking from our current King Street assortment?
- What services, as a business owner, do you feel you would want to have access to?
- What challenges have you faced as a business owner in the Malvern Borough?
- What municipal improvements would you like to see on King Street?
- Who do you want to attract to your business?

Additionally, an inventory of King Street is to be created with address and contact information for each business in operation.

Danny Fruchter asked about the timeline of the Task Force, the cost to hire a professional consultant, and the Task Force’s mission.

Borough Manager Loomis explained the American Rescue Plan Act funding deadlines, as well as the Borough Council request for the Task Force to report back this Fall.

Chairman Rea explained that a formal deadline has not yet been set by the Task Force and they will develop recommendations as meetings occur.

Mark Evans explained costs are dependent on the scope of work requested and most consultants will work within a municipality's needs and budget.

The Task Force discussed in length how best to move forward mentioning a Main Street Manager with a supporting Board of Directors, attending the Tuesday, July 18, 2023 MBPA Board meeting to further discuss the survey questions, reaching out to each business owner via email and personally in the community, obtaining a list of businesses from the Borough to create a master directory, obtaining the PA Downtown REvitalization 101 materials from the Conference, as well as formalizing a survey questionnaire to dispute accordingly.

MAIN STREET REVITALIZATION TASK FORCE MEETING

Page 3 |

The Mayor offered to assist with the efforts in reaching out to the business community regarding the survey, as well as each Task Force member .

The Borough Manager Loomis and Assistant Manager Badman will assist in uploading the discussed information to a shared dropbox and attend the Tuesday, July 18, 2023 meeting to offer assistance and feedback.

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.

7. PUBLIC COMMENT

Hugo Schmitt recommended that the historic battlefield be promoted to create a draw to the Malvern Borough Community. Jim Christ is the best point of contact to discuss this matter.

8. ADJOURNMENT

A motion was made by Ms. Lynne D. Frederick., seconded by Vice Chair Christy Campli., and carried by a vote of 5-0, to adjourn the meeting at 4:05 PM.

Respectfully submitted by,

Tina Corrado
Secretary for the Main Street Revitalization Task Force