

1. CALL TO ORDER – 8:00 AM

TASK FORCE MEMBERS PRESENT:

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

STAFF & PROFESSIONALS PRESENT:

Corinne J. Badman, Assistant Borough Manager & Assistant Zoning Officer
Mayor Zeyn Uzman

STAFF & PROFESSIONAL ABSENT

Tiffany M. Loomis, Borough Manager & Zoning Officer

1. CALL TO ORDER – 8:00 AM

Bill Arrowood was also in attendance at the meeting via ZOOM
Marc Evans was also in attendance at the meeting via ZOOM

2. APPROVAL OF AGENDA

A motion was made by Vice Chair, Christy Campli seconded by Secretary, Tina Corrado and carried by a vote of 5-0, to approve the agenda for the August 03, 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 Vice Chair, Christy Campli, seconded by Secretary, Tina Corrado and carried by a vote of 5-0 to approve the minutes from the July 20, 2023 meeting as amended.

4. VISON & DELIVERABLE

SHARED INTERVIEW NOTES

Secretary, Tina Corrado and Member, Meghan Miller interviewed Maria Delaney, owner of Louella and previous tenant of East Side Flats to gather her thoughts on having had a business in the borough and her thoughts on East Side Flats.

Maria shared that her Malvern location that resided in East Side Flats for 8 years was ultimately still effected by the pandemic. When her neighboring tenant, Christopher's Restaurant, closed during pandemic it greatly effected her foot traffic and sales. She shared that management at East Side Flats was unwilling to work with her on rent abatement or negotiations. In general, she was not happy with the management there.

OPEN DISCUSSION

Bill Arrowood and Eric Rae (not in attendance) discussed our need for a gap analysis of our borough. Bill Arrowood will be providing us with a market data analysis of what we currently have and what we need within a 15 minute radius.

Mayor Zeyn Uzman reignited discussion on our borough's parking conflicts. His thoughts were that we need to rewrite the parking ordinances or eventually discuss a parking structure.

The Task Force agrees that much of our signage and parking concerns are more a Borough issue. Member, Lynne Frederick shared that there is an approved and fundable option that has been presented to council in the past, Wayfinding Signage. This is going to be researched further and a request to Borough Council for a new parking study to be completed.

The Task Force concurred that we desire a Main Street Manager to be an advocate for all businesses and the residences. A liaison between the borough and the private sector.

There was discussion about Malvern finding its niche. An identity that we can align all the borough branding with.

The Task Force plans to continue our survey response assessment. There is a meeting planned between Eric Rae Mayor Zeyn Uzman and East Side Flats management to gather more feedback. The Task Force plans to analyze more of the survey responses at our next meeting.

DELIVERABLE PLAN

The Task Force Member, Meghan Miller, shared the initial framework of the presentation she has been creating.

The Task Force had a lengthy discussion about the Mission and Vision for the King Street Revitalization. A good amount of new content was added to the presentation.

Member, Lynne Frederick, plans to bring her presentation detailing different town models to our next meeting.

5. **PUBLIC COMMENT**

John Buckley commented on the town's need for more parking and more businesses.

6. **ADJOURNMENT**

A motion was made by Vice Chair Christy Campli., seconded by Secretary Tina Corrado, and carried by a vote of 5-0, to adjourn the meeting at 9:45 a.m.

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