

1. CALL TO ORDER – 8:00 AM

TASK FORCE MEMBERS PRESENT:

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

STAFF & PROFESSIONALS PRESENT:

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

STAFF & PROFESSIONAL ABSENT

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

2. APPROVAL OF AGENDA

A motion was made by Chair, Eric Rea seconded by Member, Lynne Frederick and carried by a vote of 5-0, to approve the agenda for the August 17, 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 Chair, Eric Rea, seconded by Member, Lynne Frederick and carried by a vote of 5-0 to approve the minutes from the August 3, 2023 meeting as amended.

4. TOWN MODEL DISCUSSION

Member, Lynne Frederick, shared her presentation on her research findings on the three town models to support a Main Street Manager. The three examples shared were:

- 1.) West Chester, PA- B.I.D- A Business Improvement District- a tax to property owners and merchants.
- 2.) Phoenixville, PA- A Municipality Model- Funded by parking
- 3.) Kennett Square, PA- A nonprofit organization

Chair, Eric Rea intends to touch base with Bill Arrowood and Mark Evans to discuss these models further and present their thoughts at the August 31, 2023 Task Force meeting.

5. ADDITIONAL SURVEY RESPONSES

The Task Force shared newly submitted business responses submitted from our survey outreach. The common themes were discussed regarding marketing, recruitment, events, communication, and development.

6. WAYFINDING SIGNAGE

As a follow up to August 3, 2023 Task Force Meeting, Member, Lynne Frederick, confirmed that at this evening's Planning Commission Meeting the Wayfinding Signage Report will be discussed.

#### 7. MISSION AND VISION STATEMENT

Member, Meghan Miller, shared her work-in-progress presentation regarding the Task Force's findings and progress.

The Task Force discussed at great length defining the vision statement. The principles that are guiding the initiative.

#### 8. OPEN DISCUSSION

The Task Force discussed a long-term goal of potentially having a King Street "Information/Visitor" Center that could be a hub for all things Malvern and an office for the Main Street Manager.

Chair, Eric Rea and Mayor Zeyn Uzman shared their conversation notes from their meeting with Michael, Residential Manager at East Side Flats. They will be following up with the Commercial Manager at East Side Flats to ascertain more information regarding the building's vacancies.

#### 9. MEETING SCHEDULE AMENDMENT

An additional meeting was added to our docket for Thursday, September 28, 2023 at 8am

#### 10. OUTLINE FOR FUTURE MEETINGS

August 31, 2023: Focus on town model decision, key roles, and position. Analyze gap assessment from Bill Arrowood.

September 14, 2023: Focus on strategy, cost, and funding

September 28, 2023: Focus on tying up loose ends and finalizing the presentation that will be presented to Borough Council.

#### 11. PUBLIC COMMENT

Joe Rinaudo commented that he likes the idea of this initiative.

#### 12. ADJOURNMENT

A motion was made by Chair, Eric Rea, seconded by Member, Lynne Frederick and carried by a vote of 5-0, to adjourn the meeting at 10:06 AM.

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