

1. CALL TO ORDER – 8:00 AM

TASK FORCE MEMBERS PRESENT:

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

STAFF & PROFESSIONALS PRESENT:

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

STAFF & PROFESSIONAL ABSENT

Corinne J. Badman, Assistant Borough Manager & Assistant Zoning Officer  
Meghan Miller, Member  
Eric Rae, Chair

2. APPROVAL OF AGENDA

A motion was made by Vice Chair, Christy Campli seconded by Secretary, Tina Corrado and carried by a vote of 3-0, to approve the agenda for the August 31, 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 3-0 to approve the minutes from the August 17, 2023 meeting as amended.

4. TASK FORCE AFFIRMATIONS

Mark Evans, Director of Planning for Derck & Edson shared his thoughts on the role of a Main Street Manager should really be filled by a full-time position as this role will be highly demanding and the business community had very high expectations for this role. The PA Downtown Center Database would have compensation details for this potential role but is currently estimated at \$70-\$80K. **The Task Force agreed that a full-time Main Street Manager is the recommendation.**

**The Task Force agreed that the most desirable town model to move forward in supporting the role of a Main Street Manager would be the non profit 501(c)3 plan.** The non profit approach supported by an appointed board offers most flexibility in establishing and defining this process.

The Task Force discussed whether or not King Street, Malvern would need to be officially designated as a “Main Street” in order to move forward. Becoming an official “Main Street” would come with a submission to PA Department of Community and Econ Development with a 5 year plan, record keeping, and other sustainability plans. Along with becoming an official “Main Street” the potential for grants and funding would be opened up to us. **The Task Force agreed that eventually carrying that**

**designation might be helpful but not necessary to have immediately to commence the process of a Main Street Manager.**

**The Task Force agreed that along with the slide presentation that will be presented to Borough Council we will have a recommendation of a clear vision and a list of specifics on how the plan can be actionable.** Some of the shared thoughts included branding/marketing, lighting, streetscapes, signage, and revision of any ordinances that do not encourage new business in our community.

Mark Evans, Director of Planning for Derck & Edson volunteered to walk King Street, Malvern with Mayor Zeyn Uzman to assist in creating a list of five (5) to six (6) items on suggestions that can be improved on the street.

The Task Force discussed a potential presentation date to Borough Council of October 3, 2023 or October 17, 2023.

Borough Manager Loomis plans to follow up with Bill Arrowood to review and discuss our King Street “gap assessment” that was promised to the Task Force.

5. ANALYZE GAP ASSESSMENT

Tabled.

6. PUBLIC COMMENT

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

7. ADJOURNMENT

A motion was made by Vice Chair Christy Campli., seconded by Secretary Tina Corrado, and carried by a vote of 3-0, to adjourn the meeting at 9:55AM.

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