

MALVERN BOROUGH
MAIN STREET REVITALIZATION TASK FORCE

September 14, 2023
8:00 AM

In-Person & Via Zoom Conference
Malvern, PA 19355

1. CALL TO ORDER – 8:06 AM

Bill Arrowood attended via ZOOM

TASK FORCE MEMBERS PRESENT:

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

2. APPROVAL OF AGENDA

A motion was made by Eric Rae, Chair seconded by Member, Meghan Miller and carried by a vote of 5-0, to approve the agenda for the September 14, 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 Eric Rae, Chair seconded by Member, Meghan Miller and carried by a vote of 5-0 to approve the minutes from the August 31, 2023 meeting as amended.

4. TASK FORCE OPEN DISCUSSION

The Task Force was guided by Member, Meghan Miller through our rough draft of the Borough Council slide presentation. The Task force revised and tightened each slide with affirmations on recommendations to the Borough.

5. TASK FORCE AFFIRMATIONS

The Task Force affirmed the recommendation that an official “Main Street Designation” with the Dept of Commerce and Economic Development might be a consideration in the long-term plan of this actionable group but not an immediate designation is needed to proceed.

The Task Force affirmed that the remaining \$87K in ARPA funding will be needed to start the salary and budgeting requirements for moving forward with a Main Street Manager. The group agrees that a 2-3 year budgeting will be needed as part of the presentation to Borough.

The Task Force worked with Bill Arrowood on ball parking a budget of proposed expenses that will accompany a Main Street Manager position.

6. ANALYZE GAP ASSESSMENT

With the assistance of Bill Arrowood, the Task Force was guided through the Gap Assessment within a 15-minute radius of the Malvern Main Street. It provided a great snapshot of the demographics and a strategic approach to our planning.

7. NEXT STEPS

The Task Force will finalize all slides, attachments, and elaborate on Main Street Manager's Job Description and Budgeting. Member, Meghan Miller to spearhead the job description and Chair, Eric Rae to spearhead the Budgeting.

Final Presentation to Borough Council scheduled for Tues, October 17, 2023 at 7pm.

8. PUBLIC COMMENT

NONE

9. ADJOURNMENT

A motion was made by Chair, Eric Rae, seconded by Secretary Tina Corrado, and carried by a vote of 5-0, to adjourn the meeting at 10:15 AM.

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