

MALVERN BOROUGH  
MAIN STREET REVITALIZATION TASK FORCE

September 28, 2023  
8:00 AM

In-Person & Via Zoom Conference  
Malvern, PA 19355

CALL TO ORDER – 8:00 AM

Mark Evans was also present via ZOOM  
Bill Arrowood was also present in person

TASK FORCE MEMBERS PRESENT:

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

STAFF & PROFESSIONALS PRESENT:

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

STAFF & PROFESSIONAL ABSENT:

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

2. APPROVAL OF AGENDA

A motion was made by Eric Rae, Chair seconded by Secretary, Tina Corrado and carried by a vote of 5-0, to approve the agenda for the September 28, 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 to approve the minutes from the September 14, 2023 meeting. Minutes from September 14, 2023 were not yet shared on shared drive to the Task Force at that time. A note to revisit on the next meeting's agenda.

4. PRESENTATION BY MARK EVANS, DIRECTOR OF PLANNING FOR DERCK & EDSON

Presentation was given for long range planning ideas and design. 7 main topics of interest:

- 1-Wayfinding and Gateway Signage
- 2- Landscape and Streetscape
- 3-Parking Signs
- 4-Zoning Ordinance Update
- 5-Strategies to promote redevelopment
- 6-Visioning and Rendering to identify Character
- 7-District Branding

## 5. TASK FORCE OPEN DISCUSSION

The Task Force discussed the next actionable steps needed to coordinate with Malvern Planning Commission and Malvern Historical Commission.

The Task Force recommends a potential branding exercise with CHARO a branding specialist.

The Task Force continued to review and refine each slide on the presentation that is planned to be presented to Borough Council.

Mark Evans and Bill Arrowood were very helpful in guiding the Task Force on expectation of what budgeting for near and future years will look like.

## 6. NEXT STEPS

- Review ARPA Funding
- The Task Force will recommend composing the core board on this initiative in 2023. The extension of core to be nominated in early Q1 2024. The hiring process to begin in Q1 2024.

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.

An additional meeting has been added and is scheduled for Thursday, October 12, 2023 at 8AM at which time the Task Force will run through the entire presentation in preparation for Borough Council Meeting.

Final Presentation to Borough Council scheduled for Tuesday, October 17, 2023 at 7:30PM.

## 9. PUBLIC COMMENT

NONE

## 10. 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 10:15AM.

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