

MALVERN BOROUGH  
MAIN STREET REVITALIZATION TASK FORCE

October 26, 2023  
5:30 PM

In-Person & Via Zoom Conference  
Malvern, PA 19355

CALL TO ORDER – 5:34 PM

Mark Evans, AICP, Derck & Edson: Professional Consultant  
Char Newswanger was also present via ZOOM

TASK FORCE MEMBERS PRESENT:

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

STAFF & PROFESSIONALS PRESENT:

Mayor Zeyn B. Uzman via ZOOM  
Tiffany M. Loomis, Borough Manager & Zoning Officer via ZOOM  
Corinne J. Badman, Assistant Borough Manager & Assistant Zoning Officer  
Scott Yaw, Esq., Borough Solicitor

STAFF & PROFESSIONAL ABSENT:

Member, Meghan Miller

2. APPROVAL OF AGENDA

A motion was made by Eric Rae, Chair seconded by Secretary, Tina Corrado and carried by a vote of 3-0, to approve the agenda for the October 26, 2023 meeting of the Main Street Revitalization Task Force

3. APPROVAL OF THE MINUTES

A motion was made by Eric Rae, Chair seconded by Secretary, Tina Corrado and carried by a vote of 3-0 to approve the minutes from the September 28, 2023 meeting.

4. LEGAL OVERVIEW

Borough Solicitor Yaw shared the next legal steps taking place to set up the new Non Profit Entity. Borough Solicitor Yaw's law firm, Wisler, Pearlstein LLP has been authorized by Borough to commence the set up and will be paid for by the Borough. Scott was unsure if the legal fees paid by Borough will be backed out of the Borough's annual contribution to the new Non Profit Entity

5. LEGAL DETAILS OF 501(c)3 TAX FILING

- a. Name of Entity- Malvern King Street Revitalization Inc. The initial core board members will also create a dba for brand identity
- b. Incorporator- Eric Rea, Chair

- c. Address- Eric Rea's home address
- d. Core Board Members- Eric Rea, Christy Campli, Tina Corrado, and Meghan Miller
  - i. Scott Yaw advised that elected officials such as Lynne Frederick and Mayor Zeyn Uzman should remain separate from the nonprofit but may serve as advisory members.
- e. A motion was made to approve the first four core board members to the Non Profit Entity. Approved by Lynne Frederick.
- f. At the first board meeting (still TBD) for the new entity a set of bi laws will be established and additional board members will be nominated.

## 6. GRANT DISCUSSION

A grant administered by the PA Dept. of Econ Development was discussed. The grant is available to municipalities not Non Profits. With that said, the Borough can apply for the grant to help fund the Non Profit with the focus of "community improvement." The Borough has already applied for this grant with the focus of Malvern Fire House equipment in mind but Mark Evans confirmed that multiple applications by the same municipality are allowed. Mark Evans firm Derck & Edson will be taking care of the grant writing and application process of such.

Said grant application is due by 11/30/23 and must be placed on Borough Council Meeting agenda to approve grant on their 11/08/23 meeting

## 7. DERCK & EDSON

Mark Evans, Director of Planning discussed his firm's range of services that can be provided to the nonprofit. He estimated that strategic planning needed for a new road map might approximately cost \$25K for five (5) meetings.

## 8. CHARCO

Char Newswanger, owner of CHARCO, branding specialist, presented to the group about the "brand story" of the Non Profit and Malvern's synergy. An approximate timeline to create a full brand story might take 4-6 months. There will be a follow up discussion on branding at the Non Profit's first official meeting.

## 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 6:43 PM.

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