

ECONOMIC AND COMMUNITY DEVELOPMENT COMMITTEE
REGULAR MONTHLY MEETING
January 18, 2016

The Economic and Community Development Committee (ECDC) met for its scheduled meeting on January 18, 2016, in the Board Room in the Upper Merion Township Building. The meeting was called to order at 7:00 p.m., followed by a pledge of allegiance to the flag.

ROLL CALL:

The following members of the ECDC were present: Jenn Lyons, Chairperson; Alanna Strohecker, Vice Chairperson; Evelyn Ankers, Secretary; Rhonda Cohen; Scott Sibley; Dan Yarnall; Erika Spott, Board of Supervisors Liaison; Rob Loeper, Township Planner; Gerri Vattimo, Upper Merion Township; and Aarika Hoffner, Montco Happenings.

COMMITTEE REORGINIZATION:

Mr. Sibley made a motion to nominate Ms. Lyons as Chairperson. Ms. Lyons accepted the nomination and the motion was seconded by Ms. Strohecker. All were in favor.

Mr. Sibley made a motion to nominate Ms. Strohecker as Vice-Chairperson. Ms. Strohecker accepted the nomination and the motion was seconded by Ms. Lyons. All were in favor.

Ms. Cohen made a motion to nominate Ms. Ankers as Secretary. Ms. Ankers accepted the nomination and the motion was seconded by Ms. Lyons. All were in favor.

The February ECDC meeting will be postponed until 2/22/16 due to the Township Building being closed on 2/15/16 for President's Day. All other meetings will be held on the third Monday of each month at 7pm.

MEETING MINUTES:

Mr. Sibley made a motion to approve the minutes from 1/18/16 with a minor correction. Ms. Lyons seconded the motion, and all were in favor.

MONTCO HAPPENINGS PRESENTATION:

Ms. Hoffner is the Montco and Philadelphia Happenings marketing manager for Happenings Media. Montco Happenings is a digital media magazine, focusing on bringing communities together and the lifestyle of those in the communities in Montgomery County. Montco Happenings features town and business spotlights, as well as recognizing volunteer groups. Ms. Hoffner described the demographics of Montgomery County and explained that outreach is achieved through social networking, their website geared towards day to day decision making (such as dining, beauty, etc.), and 80,000 subscriber email list. She explained that special initiatives are also promoted such as a mother's day guide, fall guide, summer camp guide etc. which is sponsored by local organizations and businesses. The ECDC discussed the fact that there is a huge untapped market in the people that work in Upper Merion Township. There are 60,000 people that work in the Township every day, and only approximately 5,000 live within

the Township. The Township already does a great job of reaching its residents, but would like to bring visibility to an under-expressed community in terms of those working and traveling through. The group discussed coordination of interests and initiatives as well as how to promote the Township's assets such as the Community Center over a commercial gym.

SUBCOMMITTEE REPORTS:

Beer Garden:

Ms. Vattimo explained that one of her objectives for 2016 is to work on a beer garden. The ECDC discussed how the group could partner with the Parks and Recreation department to work towards the same goal. Ms. Strohecker will collaborate with Ms. Vattimo in regards to action items already in process for the Beer Garden.

Love My Local:

Ms. Lyons received the final draft of the logo, and will distribute to the group.

ADDITIONAL BUSINESS:

Mr. Loeper explained that the Township is moving along with interviews for the Township Planner and a candidate will be chosen in a few weeks. He also confirmed that there is still an open position on the ECDC.

Mr. Loeper held a discussion referencing the mission of the ECDC with the members and how to prevent future duplication of efforts between Township Staff and the committee in the future.

ADJOURNMENT:

There being no further business to come before this Committee, the meeting was adjourned at 8:28pm.

Evelyn Ankers, Secretary

Sms

Minutes Approved:

Minutes Entered: