

Economic Development Committee Meeting Minutes
February 27th, 2014

In Attendance: Diane Hale, Helen Fromm, Patrick Wilbraham, Jaime Richardson
Meeting Called to Order: 7:00 p.m.

- 1) Reviewed January minutes. Motion to approve by Helen Fromm. Seconded by Jaime Richardson.
- 2) Discussed walking tour brochure. Addressed remaining necessary information and images.
- 3) Discussed street signage throughout town, including the need for parking signs at Interpac, Ashton, and the library. Discussed the need for consistency in signage.
- 4) Discussed signage for businesses. Discussed needed revisions to specify additional requirements. Discussed possibly changing permit fee, and corresponding approval process for this matter.
- 5) Discussed status of marketing grant. One final section of corresponding documentation remains in need of completion.
- 6) Discussed banner flags. Decision made to eliminate yellow banners due to poor visibility; to be replaced with blue, burgundy, and green flags from the existing color scheme.
- 7) Discussed Cigar Vault's potential move to a different location.
- 8) Discussed the in-progress addition of the Red Hen to Tavro 13.
- 9) Discussed Needles & Pins' upcoming move further South on Kings Highway.
- 10) Discussed Outdoor Living & Garden Show. Save the Date cards were mailed to vendors. Discussed potential features such as live music, parrot display, craft activities for children, hula hooping, chalk drawing contest, jump rope activity, Tree Awareness, and possibly rock climbing.
- 11) Discussed Borough Sign Zoning Ordinance. Determined signage permit fee should be lowered to an amount comparable to that of Woolwich Township. Determined signs should not be installed in the sidewalk, and hanging signs should meet a minimum height of 9 feet above ground. Discussed the need to define the "C commercial district"(mentioned in the current Sign Ordinance.) Determined sandwich boards must adhere to size restrictions (TBD) and be taken

inside at the close of business. Discussed need for clause regarding changes to existing signage. Discussed possible financial incentives.

- 12) Discussed Borough website. Discussed changes made to site menus, and noted that duplicate pages will be combined to eliminate redundancy. Discussed Local Business Spotlight and created a list of potential businesses to feature.

Meeting Adjourned: 8:35 p.m.