

The East Lampeter Township Industrial and Commercial Development Authority met on Monday, July 15, 2024 at 6:30 pm at the East Lampeter Township Office: 2250 Old Philadelphia Pike, Lancaster, PA 17602. The statement of recorded meetings was played for all in attendance. Chairperson Ethan Demme called the meeting to order at 6:30pm followed by the Pledge of Allegiance. Members present in the meeting room were Mr. John Blowers, Vice Chairperson, Mr. Tim Lapp, Mr. Roger Rutt and Mr. Glen Eberly. Also present in the meeting room was Mr. Ralph Hutchison, Township Manager; Ms. Tara Hitchens, Assistant Township Manager; and Ms. Stephanie Leakway, Administrative Assistant.

The meeting was also held using Zoom, an internet web conferencing tool.

Public Present:

Kyle Kutz of LNP

Benjamin Kafferlin of Kafferlin Strategies, LLC

Public Comment on non-Agenda items:

None

Consent Agenda:

- a. Approval of the July 15, 2024 meeting agenda
- b. Approval of the April 15, 2024 regular meeting minutes

Motion made by Mr. Rutt to approve the Consent Agenda which was seconded by Mr. Lapp and unanimously approved by voice vote.

Old and Unfinished Business:

Branding, Wayfinding, Gateway features: Mr. Hutchison reported there is no update but stated the owner of the property where the Authority would like to place the Gateway sign still needs to be contacted for permission. Mr. Demme stated he will begin knocking on doors to ask who controls the property, as well as neighboring properties, and about placing the Gateway sign. Mr. Blowers suggested the use of the Quarryview site if the proposed site is unavailable.

Report of Business Improvement District (BID) Project: Mr. Hutchison introduced Mr. Benjamin Kafferlin of Kafferlin Strategies, LLC who was in attendance to present a prepared quote and proposal for the project. As an introduction, Mr. Kafferlin stated he met with a few Authority members at the Pennsylvania State Association of Township Supervisors conference in April 2024 and they briefly spoke about the project. However, at that time, Kafferlin Strategies was busy and unable to take on the project. As an overview, Mr. Kafferlin stated his proposal is to update the old documents, determine local business interest in the project by meeting with them for feedback and willingness to buy-in. Mr. Kafferlin noted options to establish a Non-profit or have the BID overseen by Authority administrators. Letters regarding the project would be sent to start a voting process and see if there are objections. The BID would be a public/private partnership opportunity for the businesses in the corridor to participate, have delegated authority, and improve business. As a major project milestone, Mr. Kafferlin indicated a slight change

because there is a 45-day review for mailings, rather than 30-days as originally thought. A majority of the work should be wrapped up by the end of 2024 with the official vote occurring in January of 2025. Ballots will be returned to the Township Office, but Kafferlin Strategies will document votes.

Mr. Kafferlin provided background on himself stating he served as a County Commissioner in Warren County and has eleven years of experience in management consulting. Mr. Kafferlin has not personally managed a BID project previously, but is working with an attorney who has local municipal experience and has worked on other BID projects. Mr. Kafferlin stated Kafferlin Strategies now exclusively works with local governments, many of which are in the local region, as well as other Second-Class Townships. Mr. Kafferlin would be the Project Manager occasionally bringing in other staff as needed for graphic design or copy editing. Mr. Kafferlin stated he is in the local area frequently and would also be able to meet with local businesses in addition to Authority members. Mr. Kafferlin estimates the project would be capped at \$10,000, as budgeted by the Township, noting Township staff have already done a lot of work which would only need edits and updates. Mr. Kafferlin asked The Authority if they had any questions.

Mr. Blowers stated the presentation is what The Authority is looking for noting Township staff are busy and Mr. Kafferlin's proposal means the project can hit the ground running. Mr. Lapp stated he is new to The Authority and not as familiar with these types of proposals, but thought the project was laid out well and right on budget. Mr. Eberly asked Mr. Kafferlin if he thought the fact that this was the Township's second attempt at a BID project, would be a help or a hinderance. Mr. Kafferlin said these types of projects often take multiple attempts due to resistance to change. He is optimistic this attempt will be successful with good marketing and education, as well as changes to business owners. Mr. Lapp inquired about how many parcels and business owners would be part of the project area. Mr. Hutchison stated over 100. Mr. Kafferlin added he believes the number is 120. Mr. Eberly stated there has definitely been owner turnover. Mr. Kafferlin addressed previous business concern this would be a perpetual project, but the project could have a planned sunset in 5 to 10 years. Mr. Rutt asked how many visits would be made and how would business owners interested in the project be identified. Mr. Kafferlin stated the need for flexibility, but in general, individual meetings will be held with large landowners first. He noted the importance of engaging with large landowners and getting a sense of needs and whether the project can be a solution for any current concerns they may have. The estimated number of individual meetings is 5-7. A Zoom meeting would also be held, as well as the addition of educational information on the website. Mr. Kafferlin stated 2 public meetings will need to be held, giving the public opportunity to speak. Mr. Rutt asked about getting information to non-local business owners and managers. Mr. Kafferlin noted a clause in the law where property owners can designate a vote to a site manager. Mr. Rutt stated he is ready to move forward. Mr. Demme noted Dutch Wonderland as an example of an international corporation where the local general manager was very involved in the previous BID attempt. Mr. Demme also noted the turnover of management of several large properties. If 40% of property owners do not send a vote, the project fails. The previous vote failed at 42%. The results of the previous vote were maintained, and Mr. Demme thinks that will be a good jumping off point for this attempt. He noted that in the previous attempt in 2017, there was a fear of the unknown and

projects, such as the Route 30 Streetscape, which was more of an idea in 2017, can now be shown as a positive. Mr. Kafferlin agreed to starting with previous no votes to get an idea of where they are now. Mr. Demme stated need of the Authority members to reach out to local business contacts as a warm introduction to the project.

Mr. Eberly made a motion to approve the agreement for Kafferlin Strategies' BID contract. Mr. Blowers seconded. The motion was unanimously approved by voice vote.

New Business: None

Action Items: None

Adjournment

A motion to adjourn was made by Mr. Lapp and seconded by Mr. Blowers at 6:52pm which was unanimously approved by voice vote. The next meeting will be held on Monday, October 7, 2024 at 6:30pm at the East Lampeter Township Office: 2250 Old Philadelphia Pike, Lancaster, PA 17602.