

July 19, 2021

The East Lampeter Township Industrial and Commercial Development Authority met on Monday, July 19, 2021 at 7:00 pm. at the East Lampeter Township Office: 2250 Old Philadelphia Pike, Lancaster, PA 17602. The meeting was called to order by Mr. John Blowers, Chairman. In addition to Mr. Blowers members present were Mr. Ethan Demme and Mr. Glenn Eberly. Mr. Corey Meyer & Mr. Dave Buckwalter were absent. Also present was Assistant Township Manager, Tara Hitchens.

The meeting was held using Zoom, an internet web conference tool. A recording was played regarding the use of Zoom for this public meeting including instructions for the public to use in order to participate in the meeting.

The following persons signed in as being present in the audience:

Brandon Martin, representing American Music Theatre via Zoom
Bill Helm, representing Volleyball Corner via Zoom
Mike Thornton via Zoom

Approval of the Minutes of the Monday, April 19, 2021 Authority Meeting

A motion was made by Mr. Demme to approve the minutes as presented. Mr. Eberly seconded the motion, and it was passed by unanimous voice vote.

Old Business

- a. Approval of payments: Success Fees, Audit, Brand Consulting

Chairman Blowers stated that there are three items totaling \$27,276.27.

Mr. Demme made a motion to approve the payments: Success Fees, Audit, Brand Consulting. Mr. Eberly seconded the motion and it was passed by unanimous voice vote.

- b. Report on Branding, Gateway Signage & Wayfinding Program

Mr. John Bosio of Merje Consulting was in attendance to do a presentation before the Board regarding the development of a brand for the Lincoln Highway corridor. He reported on the process used for the development of brand options and results of the survey responses from the Steering Committee and stakeholder committees.

After the presentation Mr. Bosio presented the board with three design options for them to choose from and to give some feedback. Mr. Bosio stated that the stakeholders voted on Option A which utilizes the name Lincoln Highway with the tag line Lancaster.

New Business

- a. Consideration of Brand selection for Lincoln Highway corridor

After a brief discussion amongst the Board, Staff and Mr. Bosio a decision was made on what option they

thought would be best.

Mr. Eberly made a motion that Option A is the preferred brand selection. Mr. Demme seconded the motion and it was passed by unanimous voice vote.

Public Comment

Mr. Bill Helm of Volleyball Corner was in attendance via zoom and he wanted to know what is the major driving force behind this. He wanted to know if this was to dress up the Lincoln Highway stretch is the idea to bring more people to the Lincoln Highway area?

Chairman Blowers stated that this is a corridor that has had several lives over the years and this newest life coming about in a time when economic corridors like this is a destination that needs and requires a personality, a common brand, a common theme. He stated that the Township is trying to market a diverse number of businesses, destinations and activities that need to come together under a single brand so that we as a community under the Industrial and Commercial Development Authority have an interest in marketing this and bringing in dollars to put into improved streetscape infrastructure along the corridor. It has to be presented to many different entities both visitors and tourists and locals, PennDOT the federal highway administration.

Ms. Hitchens stated that this was an implementation effort of the Route 30 plan.

Mr. Demme stated that this goes beyond Township and Boroughs it makes it one cohesive unit.

Mr. Mike Thornton stated that option A is good he's just worried about the font size.

Mr. Bosio informed Mr. Thornton that this will all be worked out right now they are at the general concept point.

Adjournment

A motion was made by Mr. Demme and seconded by Mr. Eberly to adjourn the meeting. The motion was passed by unanimous voice vote.

Respectfully submitted,

Tara Hitchens
Assistant Township Manager

EAST LAMPETER TOWNSHIP
Fund 18_Indust and Commercial Dev Authority
2250 Old Philadelphia Pike, Lancaster PA 17602
(717) 393-1567, FAX (717-393-4609

Board Meeting _ APPROVALS

July 19, 2021

Reimb/East Lampeter Twp/BP# [REDACTED] – Merje Invoice_Ck#1005	\$7,697.50
Stevens & Lee – Success Fee_Ck #1006	\$17,449.37
MaherDuessel – 2019 Audit Fee_Ck #1007	\$1,250.00
Reimb/East Lampeter Twp/BP# [REDACTED] – LNP Media Group – Advertising of ICDA Financial Statement_Ck#1008	\$879.40

Grand Total: \$27,276.27

SIGNATURE 1:



SIGNATURE 2:

