

**LOWER MAKEFIELD TOWNSHIP ECONOMIC DEVELOPMENT COMMISSION**  
**9/27/16 MEETING NOTES**

PRESENT: Tom Conoscenti, John Lewis, David Wilner, Meg Levy, Joan Kamens, Rajani Veeramachanen  
ABSENT: David Schmid, Ellie Fisher

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**NEXT SCHEDULED MEETING: Tuesday, October 25, 2016 at 7:30pm in the Township Building Meeting Room**

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1. 2016 EDC Annual Business Survey Project

→ Survey responses for 2016 were sourced not only from the traditional print copy mailed to local businesses, but also, for the first time, from SurveyGizmo, an online platform. The partial results for the print copy were compiled for us by the staff of the Bucks County Planning Commission. These results and comments will now be combined with the online version results, analyzed at the next EDC monthly meeting and then presented as a Community Update Report to the Board of Supervisors at a meeting in the near future.

2. 2016 Map Update Project: Update and reissue the Township Business Map

→ We know that there is a big gap between the number of local businesses known to the Township and those actually operating within the Township. For example, for the past two years, we have mailed about 400 Business Surveys to entities on the list maintained by the Township Manager's office. On the other hand, Target Marketing identified about 1100 direct local businesses in their databases for the township and about 3,000 within the immediately adjacent areas.

→ We prepared a letter regarding the LMT map update project on LMT letterhead that Target then mailed to those businesses. As with prior editions, this project has no cost to LMT taxpayers as Target is funding it from their ad sales to local businesses. The entire production process will take about three to four months.

→ In order to present a consistent and uniform message among all Township communications, John Lewis recommended that we use the same resource that the Electronic Media Advisory Committee is engaging for the new LMT web site.

3. Economic Development Commission's ***Lower Makefield.....In The Middle of Everything*** Brochure Update Project

→ Rajani Veeramachanen continues to work on the draft content for the revised version. John Lewis suggested that the person assisting the Electronic Media Advisory Committee with the new LMT web site may be available to help us with the design and layout.

4. Art in the Park Project

→ David Wilner will discuss his idea and concept with his contact at the NJ Grounds for Sculpture. Further discussion on the possible scope and location for this project will continue at the next EDC meeting.

5. Other Business

→ As we look for additional ways to communicate and cast the net wide with all residents and businesses within the Township, Tom Conoscenti suggested that we look at a new startup, POLCO, which is an online civic engagement platform offering a range of services to municipalities. John Lewis will check it out.

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