

Perkasie Borough – Economic Development Plan Update

Steering Committee Meeting #4 Summary

The fourth steering committee meeting was held on January 15th, 2026, at Perkasie Borough Hall to direct the Borough's Economic Development Plan Update. The following committee members attended the meeting: Kelly Laustsen, Meghan Grever, Bruce Costa, Alice Krier, and Donte King along with newly appointed members Emma Hawkins, and Robin Schilling. Assistant Borough Manager, Linda Reid, also attended the meeting. G&A consultants Judy Stern Goldstein, R.L.A and Adrienne Blank R.L.A facilitated the meeting.

An overview of the Organizational Structure and Sustainability Plan was reviewed and discussed with the following highlights:

- The organizational structure for downtown development can be formalized under the umbrella of the Borough, with pros being it's already an established entity to apply for designation. A transition to a separate non-profit in the future was discussed to further maximize funding opportunities. (A need to bridge perceived disconnect between business view and government "voice" through the overall shared vision was identified.) After discussion of all options, this was the one recommended by the Steering Committee.
- Perkasie Town Improvement Association (PTIA) can be a strong partner to the organization (revitalization initiative) and has implemented façade grants for Perkasie.
- Both the Historical Committee of Council (existing) and Economic Committee Volunteer Board (to be created) appointed by Borough Council were also identified to be a part of the revitalization organization structure.
- The Main Street Approach was reviewed and discussed as the best methodology to implement economic development with its well-established success both nationally and throughout Pennsylvania. Other examples of designated communities including Quakertown Alive, were discussed.
- A discussion about business improvement district (BID) as an organizational structure option was reviewed and discussed. Voting and assessment requirements for property owners did not seem like a good fit for Perkasie at this time.
- Commercial areas within the Borough were identified as partners with collaboration and cooperation on resources.

Volunteer development for the organization was reviewed and discussed. Through Main Street designation, PA downtown Center provides support for board training, main street manager training and committee training. Funding for paid scholarships and interns could be sought. The Bucks County Association of Township Officials (BCATO) offers scholarships to engage youth.

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An overview of the Five-Year Administration Sustainability Plan was reviewed and discussed with support through the Main Street Matters Program. Brainstorming for other funding opportunities to sustain a full-time manager were discussed.

The following *Businesses priorities Summary* was identified and discussed with a desire “to walk rather than run” expressed with a unified “new” voice for the organization (revitalization initiative):

-Marketing Perkasie: build a clear *Visit / Shop Perkasie* identity and use it consistently across marketing, events, and signage.

-Wayfinding signage: tying in business districts to parks and trails, making it easier for people to connect what we already have.

-Social media: weekly business features, grouping like businesses together on posts, sharing events, tying in parks & rec activities, historical features, visit / shop campaign.

-Facade grants: to help improve the look of some retail buildings that look more industrial or general updates.

-Mixed use development: to create more availability for lease rentals on the first floor of town center buildings.

-Focus on tourism: getting more on the map / target with Visit Bucks County.

-Beautification of town center / downtown

-Arts & Culture: The last 3 could be tied together with places for people to linger like outdoor seating - benches, take photos that will be shared (art backdrops), welcome signs, bike racks, outdoor string lighting, local art featured on banners, having an arts festival.

Lastly, a discussion on increasing property values, attainable housing, support engagement and excitement was shared.

All were invited to attend the presentation on the findings, scheduled for the Second Public meeting on March 11th at 6 pm at Borough Hall.

Next steps include preparing the *Implementation Plan*, goals, and performance measures as part of the final plan for the Steering committee meeting #5 scheduled for Wednesday **April 8** at 8:30 am.

The meeting ended at 10:00 am.