

Economic Development Advisory Board
Meeting Minutes
Thursday, January 11, 2024 – 5:00 p.m.

Members Present: Otto Mills, Heather Mahaley, Brian Guerriero, Matt Reece, John West, Rick Brown, Kris Boger of Discover Doylestown, Recreation Director, and Special Events Coordinator Caitlin Hernandez.

The meeting was called to order at 5:00 pm.

Approval of Minutes – Approved as amended.

Comprehensive Plan Update – Heather Mahaley provided a brief update from the Planning Commission. The Planning Commission met with the Bucks County Planning Commission consultants. They are culling the abundance of information received from the public and working with it to make it the best and most usable document possible. The overall theme from the last Planning Commission meeting was the commonality of the values found in each workshop group.

Discover Doylestown Project – Kris Boger gave an update on the upcoming activities. Arts Fest already has 82 artists signed up. The bike race will be celebrating its 20th anniversary this year. There will be a weather-dependent visit from the Easter Bunny on March 30. Most of the significant planning efforts for the year are still in the logistics phase. Community clean-up days will start in March. No new events are in the pipeline, but this can always change.

Doylestown Cultural District Report – The Michener officially announced the hiring of their new director. She will begin in February. The Mercer’s Doan exhibition will be opening later this year. It will be a large exhibit and will be here through 2025.

Doylestown Historical Society Report - None

2023 Social Media Report – Caitlin gave a round-up for the year. All our social media channels have an increase in followers. Demographics haven’t made any significant changes this year concerning the sex, age, or location of our followers. We have discussed a new platform concerning DMail and how we can better utilize this tool. We don’t want people to be overwhelmed with information and emails. We are starting to feature merchants with Foodie Friday and Merchant Monday. We have gotten a lot of positive feedback from the first two posts. We have had many submissions via a Google Form so merchants can sign up to be featured.

2023 Economic Development Report – Caitlin also provided a summary for the year with the economic report. We had several new businesses move in and open in 2023. Overall, there has been an increase in businesses and restaurants opening. Target is looking at a late spring or early summer opening for 2024. The Board mentioned how nice it is to have this report presented with graphics and how easy it is to read.

DART Report – None

Mayor’s Report - None

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Old/New Business – The board discussed some of the happenings in town, including the closure of the track and stadium facilities at CB West being closed to the public. Caitlin explained to the Board how the Borough owns the land, but the school district owns the actual facilities, and therefore, they are within their rights to have it open or closed. The next Zoning Hearing Board meeting to discuss the fate of the old Borough Hall will be held on February 15, 2024, at 7:00 pm. The Board shared their concerns surrounding the proposed hotel and what they believe would benefit the Borough economically.

There being no further business to discuss, the meeting was adjourned at 5:51 pm.

Respectfully Submitted by:
Erika Fellman
Economic Development Advisory Board
Minutes Secretary