

**Lehigh Valley Economic Development Leaders  
Meeting with Lower Saucon Township  
Economic Development Task Force**

June 19, 2014  
7:00 p.m. – 9:00 p.m.

Don Cunningham – President & CEO  
Lehigh Valley Economic Development Corporation (LVEDC)

Diane Donaher – Director  
Community and Economic Development Dept., Northampton County

Stephanie Weitzman – President, Hellertown/Lower Saucon Chamber  
Representing the Greater Lehigh Valley Chamber of Commerce

Agenda/Discussion Guide

Opening remarks by each representative (5-10 minutes each)

- Describe the role of your organization in economic development in the region.
- Specifically, how can your organization assist the Lower Saucon Township Economic Development Task Force in developing and executing an action plan based on our goals and objectives?

Preliminary discussion questions

1. What are the first three things you would do to establish a successful economic development program for a municipality?
  - a. Don – communication – the businesses know you are open for business
  - b. Diane
    - i. first need to identify our assets, what buildings and properties we have available – create an inventory (also rails to trails, parks, schools, community assets)
    - ii. "Intentional networking" – figure out what we want/need and focus on that
    - iii. Reach out to existing businesses to see what they need
2. What are the critical success factors for an economic development program?
  - a. Don- know what you want and have a clear message and focus on communicating that message
3. What are some of the pitfalls in economic development?
  - a. Don – Growing faster than the infrastructure can handle or growing in a way that diminishes the quality of life or overburden the schools
4. Is there anything we have overlooked?

### **Don**

- Emerging jobs in "logistics" – moving product and filling orders
- Potential for inland Port Authority in the Lehigh Valley
- Emerging trends in the valley – office, prof. office, and international

### **Diane**

- Both Community and Economic Development
- County level is all about "connection" – connect us with the right resources
- 2 key components of economic development are land and money
- Anything they can do to make the process easier
- Now have a focus on redevelopment and revitalization – offer resources

### **Stephanie**

- BBRP
  - Borough Business Revitalization Program - Hellertown - worked to do the planters and streetscape improvements
  - Believes the BBRP could fit in to help implement the Comp. Plan
- Chamber is the community – works with the small businesses and is the voice for legislature
- Looks to 378 as our business corridor

### **Audience Questions / Discussion Topics**

- Karen Beyer – Passenger rail? Not in the near future – We don't have enough ridership and would need subsidies. Don – LV is not a suburb – it is not the last stop on a commuter rail line
- Mike Lieberman – How can this committee obtain services from the panelist group – response is that it has already begun and is being done – with David and Jack reaching out and meeting with them – also very important to get the "list" of available land / parcels out to the entities that can help
- If we want growth, then we'll need to compete
- Priscilla deLeon – having Bethlehem and Hellertown addresses hurts LST – businesses don't really know where they are when they are actually in LST
- First decide what we want to be and then need to develop a brand – Branding is important – we need to let people know what we are
- LVEDC can market for LST once we figure it out – can have a marketing event here
- Stephanie – Chamber is working to put a website together to market the H/LST area
- Jay McLaughlin – question about 412 – is anyone paying attention – with construction gong on through 2015, where is the outrage?
- Tom Maxfield – wants to know who is holding PADOT's feet to the fire on the 412 debacle? – Don, Diane, and Stephanie will get right on this.
- Gene Boyer – question about what size parcels are needed in our inventory for Don to be able to help out. Don responded he is regional and that the demand is now for smaller flex space areas, almost too small for what he has – LST might have a niche in the relatively smaller parcels i.e. 20,000 s.f. of flex space with high ceilings
- Lehigh Valley Land Recycling Initiative – help for Brownfields projects (do not need to have a contamination component)
- Make sure the first project is successful and stimulates more development