

Perkasie Borough – Economic Development Plan Update

Steering Committee Meeting #3 Summary

The third steering committee meeting was held on September 17th, 2025, 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, and Dante King. Assistant Borough Manager, Linda Reid also attended the meeting. G&A consultants Judith Stern Goldstein, R.L.A and Adrienne Blank R.L.A facilitated the meeting.

An overview of the Image Development Report/Developing a Brand for Downtown was reviewed and discussed with the following highlights:

- Perkasie experiences and key place identifiers such as tree lighting, twin bridges and “The Perk” were identified.
- The voice of Perkasie's brand was described as genuine, positive and welcoming.
- The traits and personalities of the target audience were discussed.
- Physical disconnects/barriers that currently exist downtown were identified through nodal development and mapping exercise.
- The identified market position statement was discussed with an emphasize on “healthy living” and blending scenic beauty walkable neighborhoods with quaint housing.

An overview of the Five-Year Strategic Plan was reviewed and discussed with overall goals including preserve historic buildings, develop a town center, improve connectivity, support local entrepreneurs and attract new businesses that fit within the community's “small-town” charm.

The Vision Statement and Transformational Strategy was reviewed and discussed with an overall goal to “**maintain authenticity**” with top three (3) strategies including:

- Enhance the arts and cultural activities through placemaking.
- Healthy Living/ Recreation – by capitalizing on existing regional resources such as trails/parks as well as spas/fitness facilities in the Borough.
- Business activation development and support.

All were invited to attend the presentation of the strategies identified thus far, at the Planning Commission meeting on September 24th at 7 pm.

A Stakeholder Focus Group meeting is scheduled for October 8th at 8:30 am at Perkasie Borough to collaborate with regional partners/stakeholders on the planning process.

The next steps include preparing the Organizational Structure and Sustainability Plan for the next Steering committee meeting scheduled for **January 14** at 8:30 am.

The meeting ended at 10:30 am.