

BETHEL PARK ECONOMIC DEVELOPMENT STEERING COMMITTEE

SUMMARY

NOVEMBER 14, 2023

The Economic Development Steering Committee of Bethel Park came to order at 7:30 p.m.

ROLL CALL: PRESENT: MILLS, KASYAN, KEENE, KOCZKO, SLATER (virtually)

ALSO PRESENT: DIANA ALBERTER, GERALD HARBISON

APPROVAL OF SUMMARY: N/A

COMMUNICATIONS:

1. Voting of the Officers
 - a. SECRETARY: Joe Kasyan, 4-1
 - b. VICE CHAIR: Joseph Keene, 4-1
 - c. CHAIR: Jennifer Mills, 5-0
2. Statements of Financial Interest
 - a. Deemed unnecessary as the committee is a “purely advisory board”, as identified by the State Ethics Commission.

OLD BUSINESS:

NEW BUSINESS:

1. COMMUNITY ASSETS AND IDENTITY
 - a. Discussed the creation of a community identity promo video that can be used to attract development to the community
 - i. Mr. Keene stated he has been in touch with 412 Digital Marketing who may be willing to help develop and film the promo video.
 - b. Development of Montour Trail
 - c. Brightwood Road as Downtown
 - i. Benefits of Transit Oriented Development
 - Sharing of Pittsburgh Rail Transit’s guidelines
 - ii. Brightwood Road businesses will be invited to attend the February meeting to gauge interest in redevelopment and façade improvements.

- Post cards will be drafted and mailed to Brightwood Rd businesses introducing the Economic Development Steering Committee, sharing the mission and inviting the businesses to the meeting.
- Discussion about applying to the Keystone Communities Program for funding to develop a façade program that would help local businesses make visual improvements to their street-facing entrances or business signage.

2. SMALL BUSINESS SATURDAY

- a. Discussion of current Small Business Saturday/Shop Local Campaign and plans to develop for next year.

ADJOURNMENT: The meeting was adjourned at 9:05 P.M.