



Whitehall Township Industrial & Commercial Development Authority
The Resource to Start & Grow Your Business
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Board of Directors

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Cara Butz (2022)

Michael Dee (2026)

Executive Director

Vacant

Solicitor

Joseph Zator II, Esq.

Assistant Solicitor

Jennifer Alderfer, Esq.-

phone

May 16, 2022

ATA Financial, 1044 Third St., Whitehall, PA 18052 @6:30PM
Call in # 610-433-3866

DRAFT Meeting Minutes

Vito-Welcome-Called meeting to order at 6:35pm.

Present: Vito, Benn, Michael, Rhonda, Stephanie

Call in: Cheryl, Jennifer

Absent: Kent, Jeff, Cara

1. Approval of Minutes-March 14, 2022 (Benn) (Attachment)
Rhonda motion, Benn- Second, roll call vote approved unanimously.

2. Financials (Stephanie)
Rhonda motion, Cheryl 2nd, roll call vote approved unanimously after discussion led by Stephanie.

Stephanie reviewed the report. We have received reimbursement from the township in full; most bills paid.

- Truist/Treasuries accounts status (Benn)

Vito and Benn met with a Financial Advisor from Truist Financial. The advisor is helping to transfer the bonds from Treasury Direct to A Truist Broker account. This transfer will allow WTICDA to liquidate bonds before their maturity if needed and assisted by Truist Loan officer, Zach Muhr.

- Loan Pool update (Benn): All loan payments received and are current.

3. President's Update (Vito for Kent)

- New WTICDA Bd. Member-Mr. Michael "Mick" Dee-approved by Whitehall Bd of Commissioners with a term expiring in 2026.

-IRS 501 c (3) status

In the process of applying. Michael Dee asked for a copy of the application. The IRS is delayed with processing. Cheryl mentioned that there may be grant funds available for an event project. Vito will request a copy from Kent for Mick to follow-up.

- State PADCED Audit Report due July 2022-Stephanie and Vito will work together to complete the 2021 audit and submit to PADCED.

4. Mayor's Report (Vito for Mike)

- Township economic development activity and other updates

Whitehall Mall project is moving forward with possible interest in TIF and other public financing, No update on LV Dairy as owners are entertaining offers for the redevelopment of the property. Winding Brook has new owners

-Launch My City.org"-meeting with Derek Davis

Mayor and Vito met with Derek Davis at his request to discuss economic development efforts to launch small businesses in Whitehall. Launch My City is a Rotary organization that strives to develop successful entrepreneurs who have limited access to financial and business resources. Vito will invite Derek to present to WTICDA Bd at our next meeting in September.

5. Commissioner's Report (Vito for Jeff)

- Recent Commissioner's Board Mtg. Actions:

LVHN is seeking a healthcare overlay that was not approved for the project by Commissioners at the latest Bd. meeting in May 2022. LVHN will continue to pursue the project with the township, but cannot proceed to Planning/Zoning Committee.

6. Old Business/Project Updates (Vito)

- National Registry Application for Thomas Ironworks Historical District for Hokendauqua /LSA grant:

-Following the favorable Feb 1, 2022 approval by SHPO, next steps are for the state office to submit Whitehall's Application to National Park Service –

Application will be submitted by the end of May with hopefully a decision in 2022 by NPS.

Walking Tour-held on April 23, 2022 through the neighborhood historic district led by the Whitehall Historic Preservation Society (NHPS). NHPS will also sponsor a June 29th Thomas IronWorks Speaker Series at Lock Ridge, Alburtis, by Kevin Shoemaker.

-State LSA grant reimbursement rec'd:

Discussion on use of remaining funds -approximately \$1100 for marketing expenses for signage? Vito will check Scope, otherwise funds are returned to Lehigh County LSA-PADCED.

-LV Chamber Real Estate Outlook April 14, 2022-(Vito)-discussed *LVPC May Newsletter as Attachment*-LV has a lack of housing, approved more warehouses and communities are concerned about more truck traffic!

Vito and Jennifer attended the event covered in the recent LVPC newsletter attached. The LV is experiencing high demand for warehouse space, residential housing development of all kinds, and higher truck traffic!

-TIP-Transportation Improvement Program 2023-26 \$484M Public comments until May 31, 2022 at *Lvpc.org*

Vito encouraged members to make comments on the Plan on the LV Planning Commission website by May 30, 2022.

7. New Business

-Business Plan for Whitehall Retail Incubator- DRAFT-Discussion (Stephanie) *Attachment*

Stephanie reviewed the first draft of the WTICDA Incubator Business Plan attached. Vito asked if a separate Whitehall Economic Development Corp - nonprofit-would need to be created? Rhonda asked about partnering institutions of higher education?

The Bd. discussed a summer field trip to a neighboring small business incubator TBD, preferably a "retail" type incubator. Stephanie will lead and organize the field trip for members.

-LV/Whitehall Chamber upcoming events (Rhonda, Cara, Cheryl)

Rhonda reported the June 25th heritage festival in Whitehall is back June 25th- along Mickley Rd. and the June 2nd chamber planning session for the event. Greater Lehigh Valley Chamber has a new app. As a member of the chamber we can attend any chamber event.

8. Next Meeting:

- September 19, 2022, 6:30PM at ATA Financial, 1044 Third St., Whitehall, PA 18052

9. Adjourn -Have a nice Summer!

Adjourn – 7:35pm Benn motion to adjourn, 2nd Rhonda – Roll Call Vote was unanimous.

Vito -reminder to vote in the PA Primary Tuesday!

Reminder: Remaining Meeting Dates for 2022:

September 19, 2022

October 17, 2022

December 12, 2022

All Meetings will be held in person at:

ATA FINANCIAL, 1044 Third St., Whitehall, PA 18052