



Lafayette College
Technology Clinic Class of '19



The Weatherly Trail: A New Engine for Development

Mid-Project Report Submitted to the
Borough of Weatherly

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Meet the Team



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Bingsong is pursuing a B.S. in Biochemistry, a B.S. in Mathematics, and a minor in Bioengineering.



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Sam is pursuing an Economics and International Affairs degree with a minor in French



Dan F. Bauer

Prof Emeritus of Anthropology and Tech Clinic
Founder, "Curious Problem Solver."



Luis F. Schettino

Associate Professor of Psychology and Neuroscience.

“Community based, not
community placed.”

– Allison Czapp

Buy Fresh Buy Local, Greater Lehigh Valley

Overview & Goals

Technology Clinic is a two-semester program in which teams of students from each academic division work together on imaginative solutions to real-world problems for clients.

The students are nominated by professors and former Tech Clinic students and mentored by two faculty facilitators. Project teams are purposely multidisciplinary and include students and faculty mentors from the Humanities, Social Sciences, Sciences and Engineering. To encourage “out-of-the-box” thinking we have no requirements for prior experience, thus reducing incoming “prejudices” in order to encourage innovative solutions.

This year, Tech Clinic has been recruited on behalf of Borough of Weatherly, PA to develop proposals on how to most effectively use the incoming trail system to best meet the needs of Weatherly residents.

Tech Clinic’s goal is to provide suggestions to Weatherly’s residents, policymakers, and stakeholders so that they may leverage Weatherly’s new trail to promote community-based improvements. While we believe that all of our suggestions are both beneficial and practical, these are only suggestions; the community must ultimately choose and then implement the proposals we have outlined so that they are organically integrated into Weatherly.

Getting Started

The Project for Public Spaces

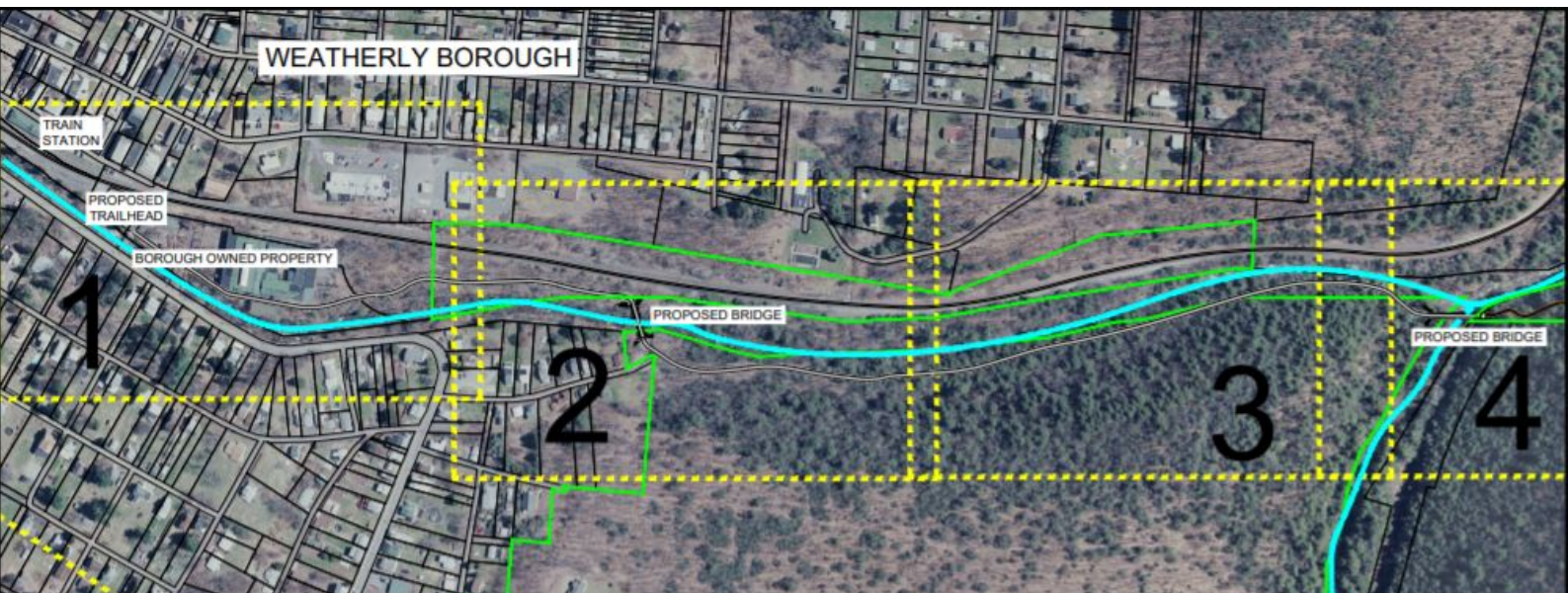
The Project for Public Spaces is a non-profit organization that helps create sustainable public spaces within communities. This organization's "*11 Principles for Creating Greater Community Places*" had a large role in the recommendations we present to you in this report in order to enhance Weatherly's existing charm. By taking the same initiative and ideology of the Project for Public Spaces, our team hopes to increase Weatherly's residential satisfaction while also allowing others to appreciate Weatherly's beauty. Our projects and improvements were strongly influenced by the voices of Weatherly residents. In the future, we plan on conducting a survey in order to better understand what Weatherly residents would like as well as incorporating their vision of Weatherly.



The Weatherly Trail

The image below displays the location of the Weatherly trail while also displaying what lays in proximity to the trail. The Weatherly trail will connect the Delaware and Lehigh trail system at Penn Haven Junction. We believe that bikers, hikers, families, birdwatchers, and Weatherly residents will be the primary users of the trail but is not limited to those users. Our hope is to optimize the usage of the trail while also attracting trail users into Weatherly's downtown district. We believe this trail will maintain and emphasize the natural beauty Weatherly has to offer.

The Weatherly trail is measured to be approximately eight miles and will begin at Weatherly, which is 1,090 feet above sea level. The trail will have an incline to the top of peak (1,395 feet high) overlooking the Lehigh Gorge. From the peak, the trail will finally descend into Penn Haven Junction, 729 feet above sea level.



WEATHERLY BOROUGH MULTI-USE TRAIL ALIGNMENT CONCEPT



Trail Amenities

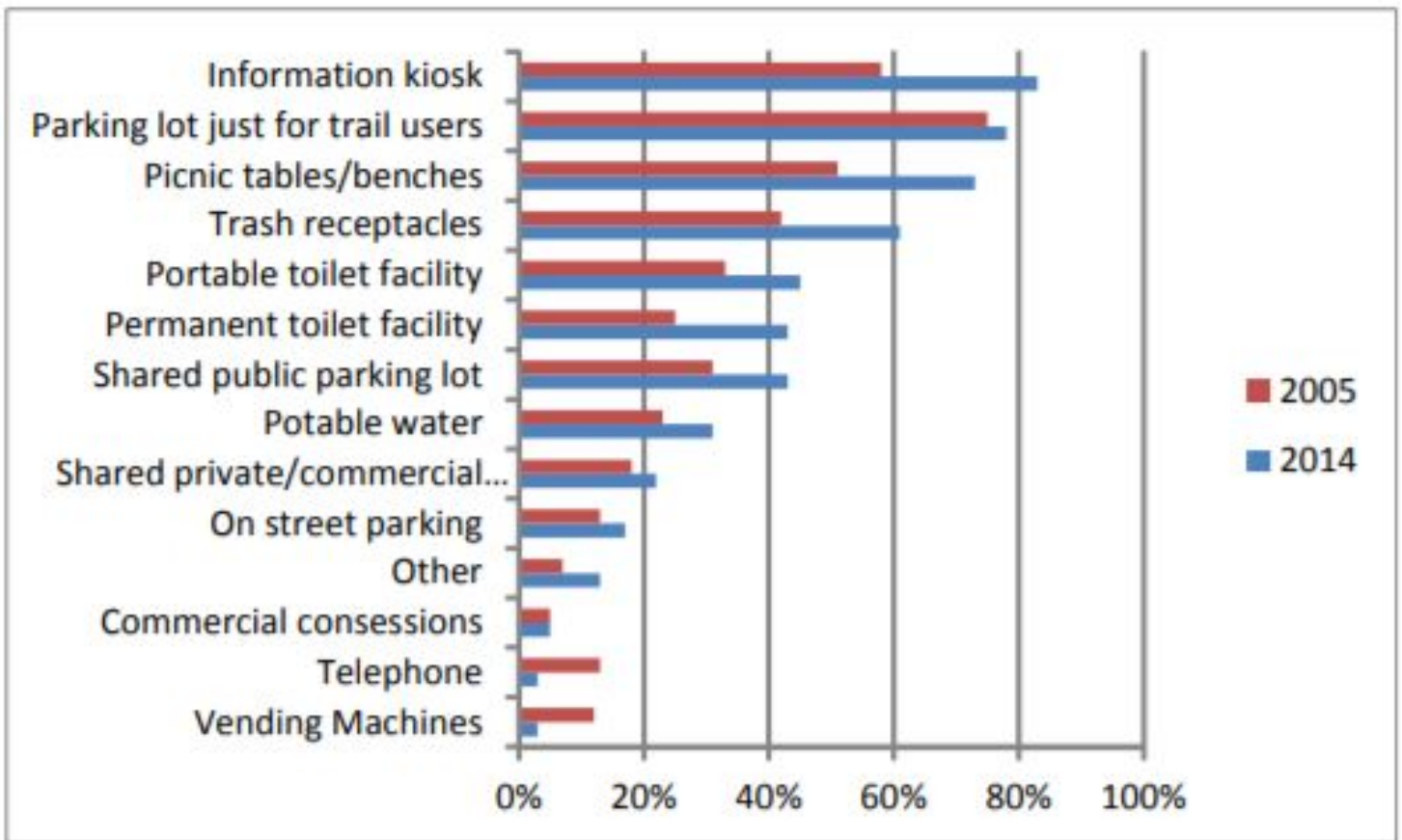


Figure 1. Demand for amenities seen along U.S. Trails

Figure 1 demonstrates amenities that are often associated with trails across the United States. These amenities often include information kiosks, parking lots for trail users, picnic tables, trash receptacles, and toilet facilities. From 2005 to 2014, the order of the most demanded amenity remained the same, but the percent of demand increased.

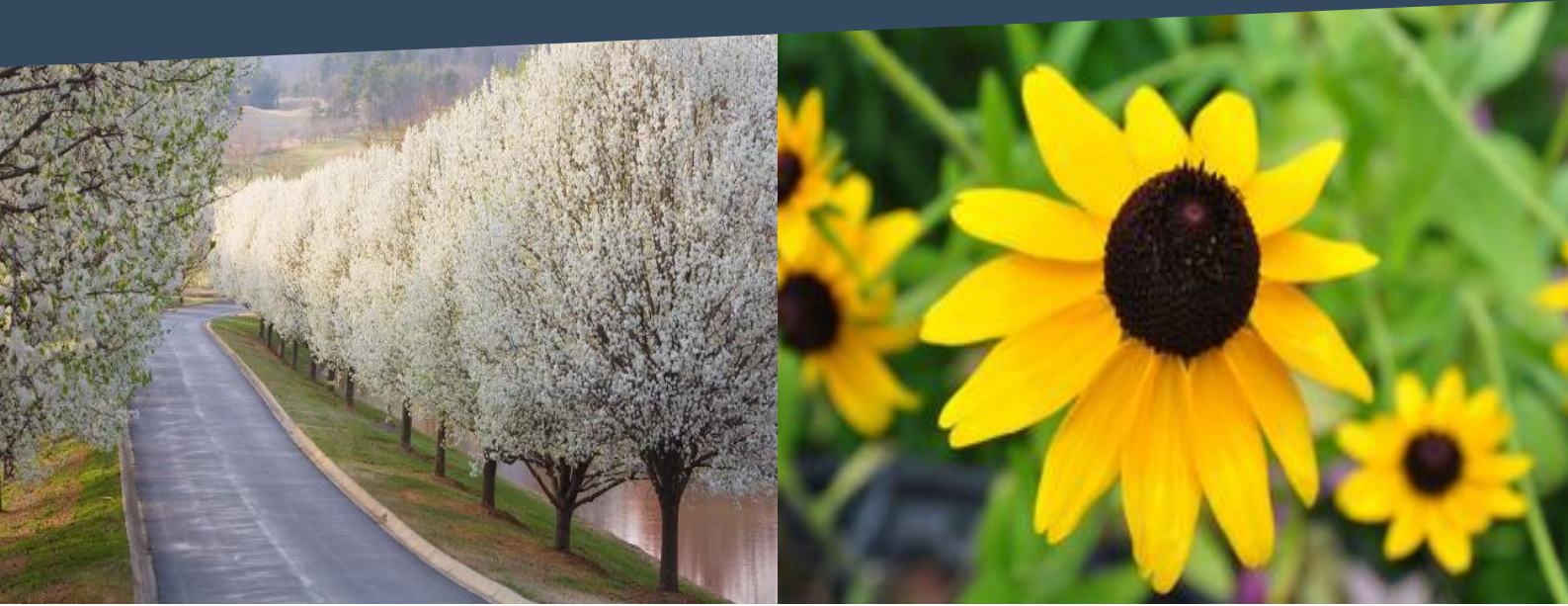
This information is necessary to understand what additions will be necessary for a sustainable trail in Weatherly. With that in mind, the trail's amenities must also be tailored to features Weatherly already has to offer in order to compliment Weatherly.

For example, we believe that an open picnic space would be beneficial to Weatherly because of how much nature and beauty already prevalent in the area.

Recommendation #1

Aesthetic Enhancements

Aesthetic Enhancements



Option: Plantings

After our consultation with a landscape architect, we recommend the addition of native floral species and fruit trees throughout Weatherly, such as black eyed susans. As a photo shoot location, the addition of these flowers would increase Weatherly's ability to market itself as a destination. The addition of such vegetation will add color and complement the pre-existing landscape.

In addition to adding more flowers and trees to the borough, adding a community garden would allow residents to grow their own fruits and vegetables in a visually appealing, community-based environment. It will provide an educational opportunity for younger generations to observe the importance of sustainability and an understanding of where the food they consume comes from, from garden to plate. The garden will also add vibrance to the borough, but it also introduces a sustainable idea that will offer fresh produce to the residents.

Aesthetic Enhancements



Figure 2. Option for a mural to be painted to represent Weatherly's history.

Murals

With many open walls around Weatherly and in the Train Works, adding murals could add vibrance to the town center immediately while also showcasing Weatherly's important history. Each mural could portray a significant part of Weatherly's history.

Several grant possibilities exist in order to make the addition of murals into Weatherly an actuality. A few examples of grants that would fund this project include, but are not limited to, the National Endowment for the Arts and the Kresge Foundation.

For a more community-involved option, art programs at local middle schoolers and high schoolers could create murals as a volunteering opportunity.

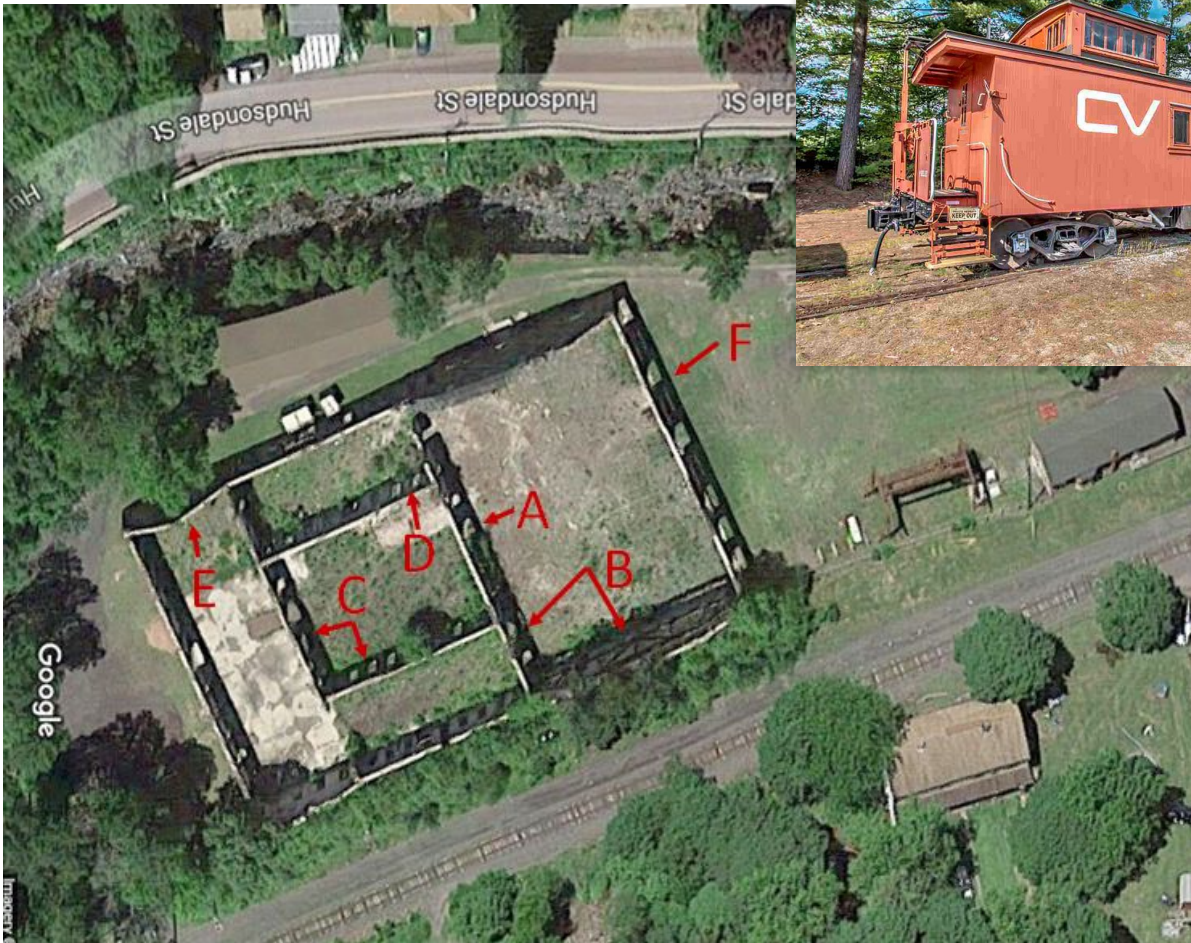
Recommendation #2

The Train Works

The Train Works

The Train Works has significant potential to become a focal point for the town. It encompasses a large part of Weatherly's history and contributes towards Weatherly's notoriety.

We propose the possibility of adding murals to the 'Train Works' walls to incorporate a new way to display the borough's history with the Train Works. To further emphasize the influential role of the Train Works to Weatherly, the inclusion of a train car would visually connect to Weatherly's history while also serving as another prop for photo shoots.. The addition of vegetation and landscaping would also supplement the existing masonry. The next pages will elaborate on possibilities for the Train Works after discussion with a landscape architect..



The Train Works



Figure 3. (left to right) Mountain laurel, Norway spruce, and fieldstone.

Wall F

An entrance will be located on wall F with two raised beds on either side. Plants, such as the mountain laurel and the Norway spruce, that retain color in winter months, will be planted at the entrance to help keep the space inviting. Fieldstone will also be used to accent dark evergreens.



The Train Works

E

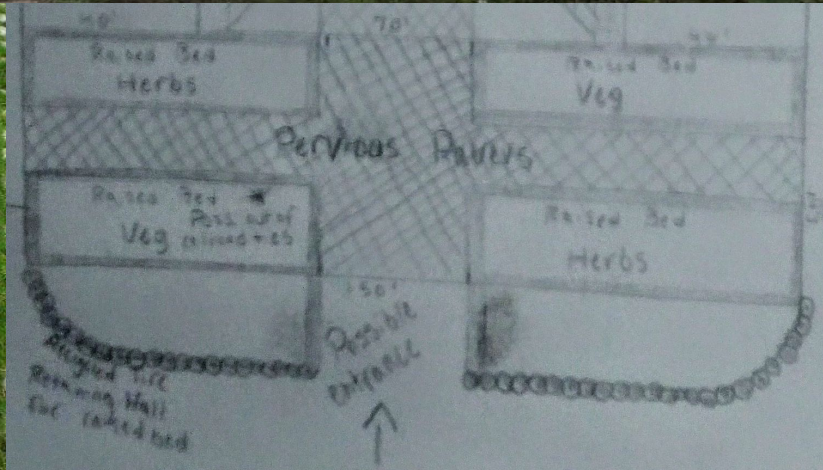
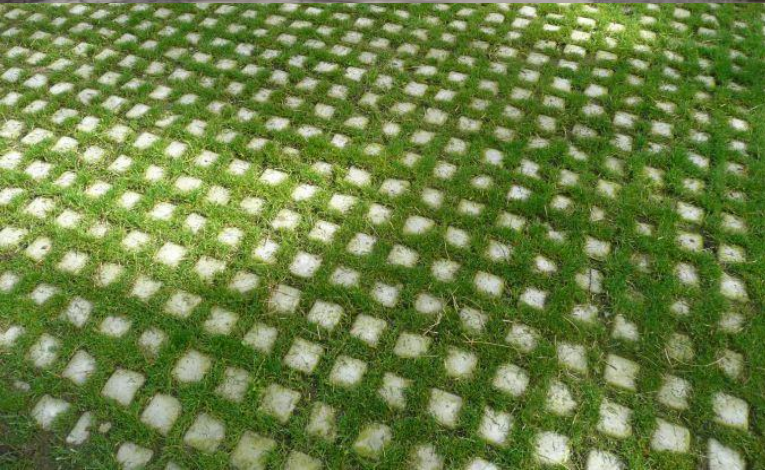


Figure 3. (above) Permeable pavers.

Section 1

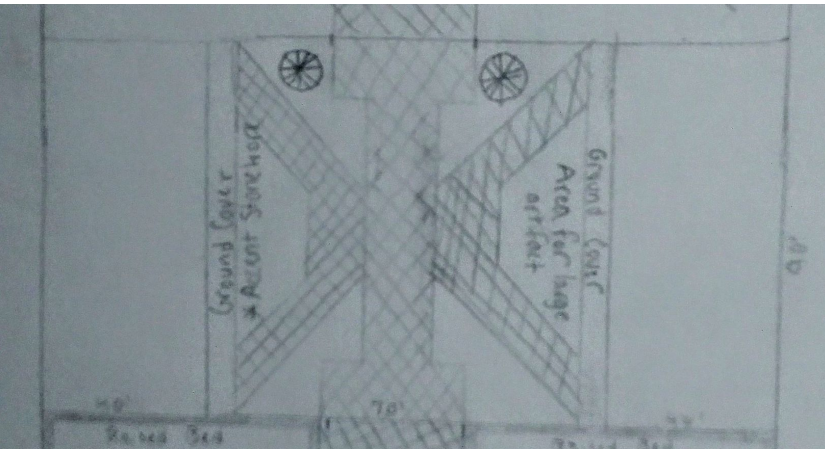
Section 1 will be located between walls E and F. Four, large raised beds surrounded by permeable pavers (see *Figure 3*) could be used for a community garden, as mentioned previously. A composting area and pollinator garden could also be included in the future.

The Train Works

Section 2

Section 2 will be located between walls C and D. Pachysandra will be used to cover the area in front of the walls. Permeable pavers will also continue to be used in this area. An artifact or sculpture may act as a focal point.

Figure 4. (below) Pachysandra

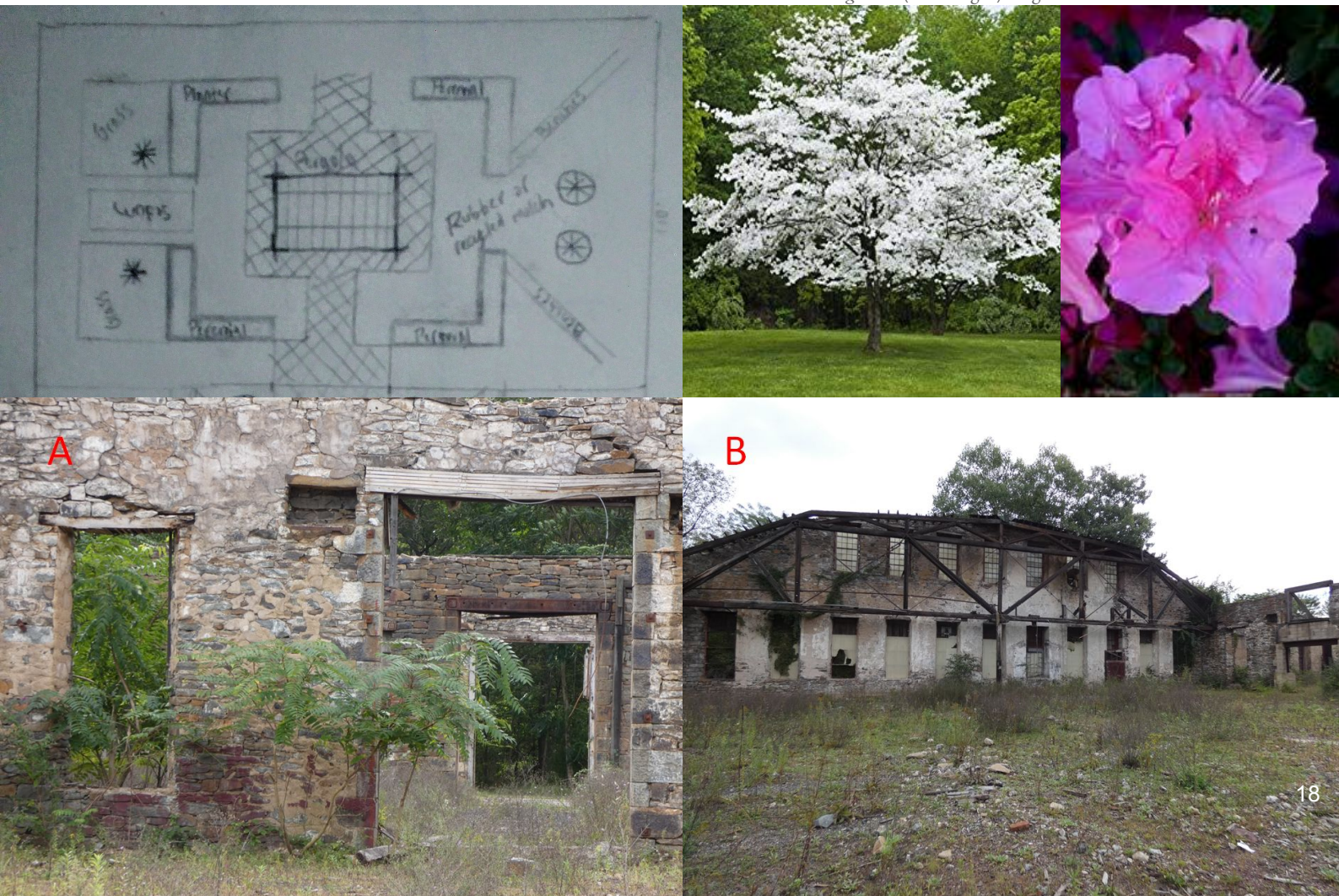


The Train Works

Section 3

Section 3 will be located between walls A and B. A central pergola covered with Wisteria will be surrounded by planters made of wood and rebar to resemble railroad. The pergola will also feature chairs and tables underneath for seating. The cinderblock and patchwork areas of walls A and B could be used for murals. Permeable pavers and mulch will also continue into this area with low maintenance plants, such as azaleas and dogwood trees.

Figure 5. (left to right) Dogwood tree and azaleas



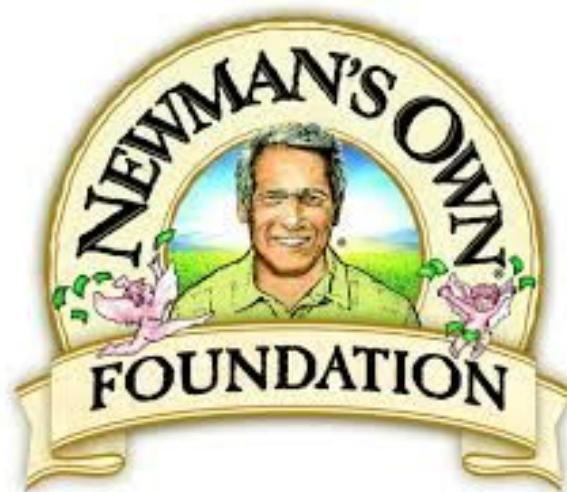
Option: The Savannah Children's Museum



SAVANNAH
CHILDREN'S
MUSEUM



COASTAL
HERITAGE
SOCIETY



The Savannah Children's Museum

A possibility for the refurbishment of the Train Works is creating something similar to the Savannah Children's Museum. The Savannah Children's Museum is a branch museum of Coastal Heritage Society in Savannah, GA. The museum was started with support from Newman's Own Foundation. This organization works to preserve and present Georgia's history while also being accessible to the public. Built in Old Central of Georgia Railway Carpentry Shop, the museum features outdoor exhibits focused around interactive, educational exhibits for children, such as mazes and gardens. These exhibits are open to the public from September to May for an admission price of \$7.50 per person.

Option: The Savannah Children's Museum

Implementation

In order to make this possibility into a reality, Weatherly could partner with a non-profit organization in close proximity to the area, or Weatherly could also contact the Newman's Own Foundation to start it's own Children's Museum branch. Newman's Own Foundation could be used as a partner due to the organization's value in nutrition, which Weatherly can demonstrate in the community garden. In addition to a partnership, grants would also be necessary to fund the project as well as community insight for exhibit designs. Ideally, these exhibits would incorporate several components of Weatherly, such as the Train Works or Eckley, in an interactive way.

Figure 6. (below) Images of the Savannah Children's Museum



Nutrition

Organizations implementing model solutions to address fresh food access and nutrition education in underserved communities.

Option: Farmers' Market

One way of using the Trainworks would be as the location for a farmers market. A farmers market would both help increase access to produce and draw people to Weatherly. Establishing a farmers market in the Trainworks would help to tell the story of Weatherly and its history to visitors.

The quotes below were taken directly from Victor Rodite and Allison Czapp when asked about the importance and implementation of farmers' markets.

Farmers markets can...

“...**revitalize** downtown areas...”

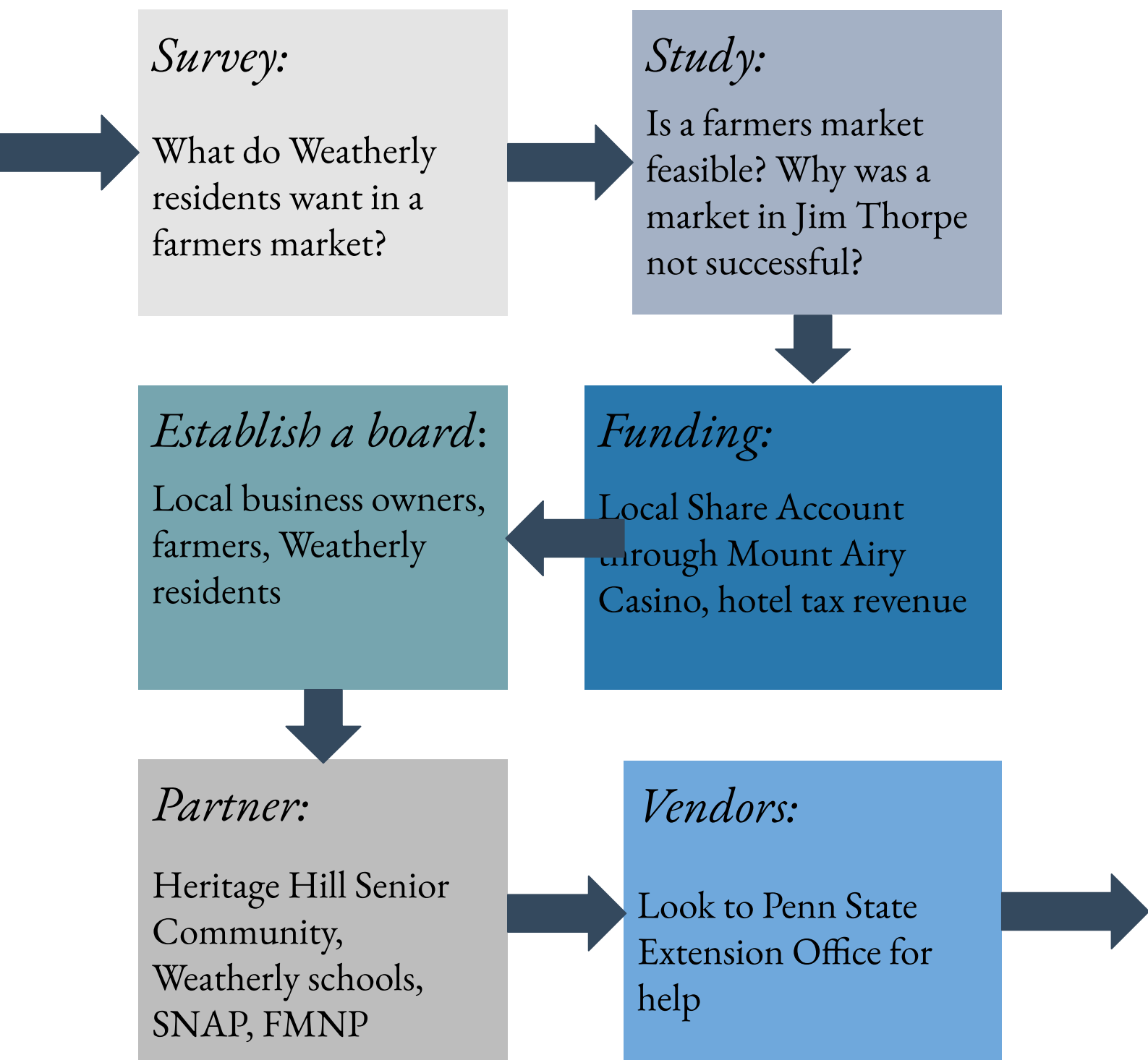
“...**preserve** the historic heritage of old buildings...”

Farmers markets are...

“...more **accessible** than supermarkets to low-income **communities**...”

Option: Farmers' Market

The diagram below demonstrates a general plan for how to establish this market. The plan was developed from Massachusetts' government website.



Option: Pop-Up Market



Figure 7. (above) Philadelphia Christmas pop-up market

A pop-up market is “a retail store that is opened temporarily to take advantage of a trend or a seasonal product.” Introducing a pop-up market could help attract people into Weatherly. It could also give the borough an idea of what residents and visitors would like to see in a market before committing to a business more permanent than a weekly farmers market.

Because of a pop-up market’s flexibility, different themed pop-up markets can be created based on the season in order to engage with the community and those visiting Weatherly. Markets based on holidays or seasons for fruit could bring in notoriety and tradition to Weatherly.

Option: Outdoor Movies

To take advantage of the large amount of open space available around the Train Works, an outdoor movie showing could be implemented to add more excitement to summer nights in Weatherly. An inflatable screen would be set up within the Trainworks to project the movie. Residents could bring their own chairs and blankets for weekly movies throughout the spring, summer, and fall.

The residents could meet to decide specific themed movies for nights of their choosing to appeal to all genres of movies. A simple event like this will keep the community connected and provide an easy activity for the residents to take part in.

Figure 7. (below) Image of an outdoor movie screening



Recommendation #3

Business Accessibility

Businesses — The Community's Voice

After discussion with Weatherly residents, the following information was acquired based on what residents need in Weatherly:

Grocery Store

Provide easy access to food products and other grocery needs

Fresh produce available for residents to purchase

Closer to home which will decrease travel time to purchase groceries

Convenience Store/Pharmacy

Offer other household items (toiletries, tools, cosmetics, etc.)

Becomes more convenient to obtain medicine or prescriptions

Businesses — The Community's Voice

Following up on the conversation of what Weatherly residents need in their community, we also asked what residents would like to have in their community.

After several conversations, our team concluded what would be the most sustainable and beneficial additions to the community based on the residents' desires. The addition of a coffee shop/diner, a bed & breakfast, and athletic facilities seemed to be the most sought after amenities. The following pages will display diagrams on the rationale and the importance of each possible addition.

Coffee Shop/Diner

Bed &
Breakfast/Air
BnB

Improved
Athletic
Facilities



Figure 8. Historic Downtown Weatherly District



Figure 9. Allen Candy Company, Weatherly, PA

Businesses — The Community's Voice

Coffee Shop/Diner

Provides a place for residents to meet

Easily grab coffee or breakfast before work

+

Sustainable eatery with affordable food

Attracts people from trail to Weatherly

Businesses — The Community's Voice

Utilizes hunting season to create profit

Makes use of vacant buildings

+

Provides business to other small businesses

Encourages visitors to Weatherly

**Bed & Breakfast/
Air BnB**

Businesses — The Community's Voice

Improved Athletic Facilities

Attracts sports
organizations
for revenue

Endorses a
physically fit
community

+

Improves
residential
satisfaction

Encourages
profit for small
businesses
during
tournaments

Recommendation #4

Social Media & Website Improvements

Website Improvements



HOME HISTORY BOROUGH HALL PARKS CONTACT & LINKS EVENTS

Welcome to Weatherly Borough!

The Borough of Weatherly was founded by Benjamin Romig in 1825 through the purchase of a 400 acre piece of land. The Borough of Weatherly was incorporated on October 8, 1863. Starting with the timbering industry and moving forward with the development of the railroad and transportation of coal; the population of the town grew dramatically. Other industries were started that employed vast numbers of the population of the town and surrounding communities and even one classified as the largest in the world.



The town had influences that were noteworthy in our region and the country; individuals such as Asa Packer, Charles Schwab, James Audubon, and has touched the lives of Mrs. Theodore Roosevelt and Alice Roosevelt.



Over the years; the development of the Weatherly School District, Weatherly Foundry and Castings, Weatherwood and Heritage Hill; facilities for the care of the aged, have made an important contribution to the towns development Eurana Park and the Schwab School as well as the Lehigh

News & Events

Part-Time Police Officer

The Borough of Weatherly is accepting applications for the position of Part-Time Police Officer.

Applicants must have completed Act 120 (Municipal Police Training Course)

Applications are available at the Borough Office / Police Station

10 Wilbur Street
Weatherly, PA 18255

Between the hours of 7:30 A.M. & 4:00P.M. weekdays, except holidays.

Weatherly borough is an equal opportunity employer

Weatherly Police Department
Drop Box

Weatherly residents may bring unwanted

1 Dynamic, fresh content

Fresh, up-to-date content should represent the majority of the website's content as opposed to informational static pages. Fresh content includes:

- Project updates
- Announcements and alerts (road closures, power outages, etc)
- Community Events
- Borough Hall Meeting minutes / videos

Website Improvements

2 Focus on attracting businesses

A section of the website should be dedicated to attracting investment in small-businesses including providing a list of requirements, zoning map, types of business that we're looking for and ways to contact an appointed person for case-specific needs.

3 Better communication channels

An integral part of creating community is providing the appropriate communication channels to receive feedback and hear from the community. In addition to adding easy ways to directly contact Borough hall members (email button and phone numbers), the website should have a contact form for complaints, inquiries, suggestions and more.

4 Featuring the Trail

A part of the website should be allocated to inform visitors and locals about the new Weatherly Trail project including **trail maps**, places of interest along the trail and **events** happening near the trail.

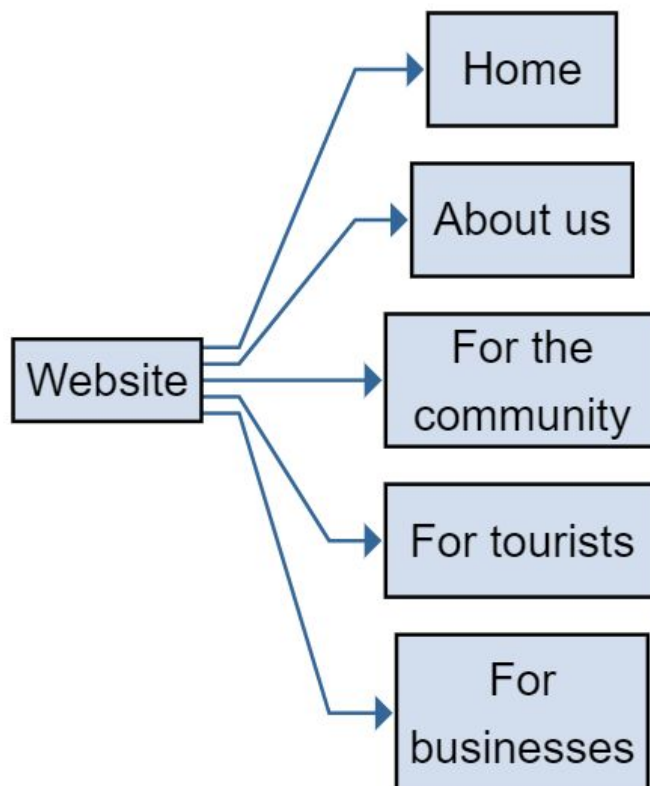
Website Updates



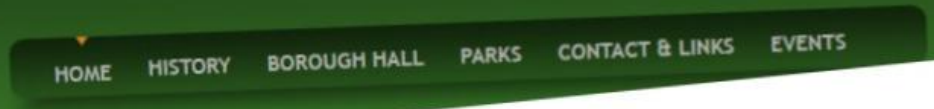
HOME HISTORY BOROUGH HALL PARKS CONTACT & LINKS EVENTS

The goals of updating the website are to keep information on the website up to date, promote Weatherly as a welcoming community, serve as an information hub for the local community, and attract tourists and businesses by providing useful information. While taking all of this into account, another goal of updating the website is to have an easily navigable website.

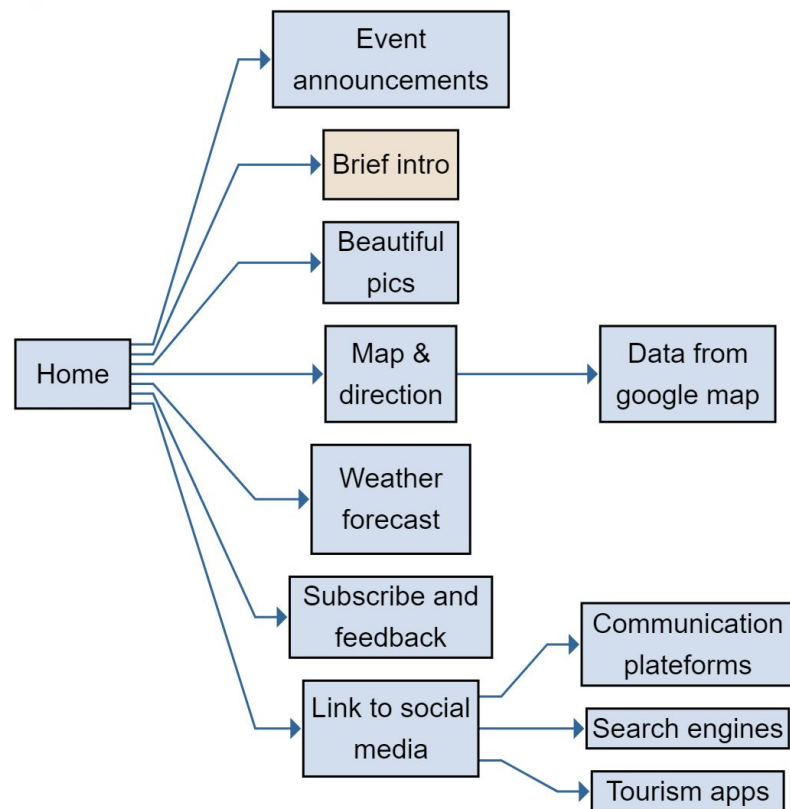
The website is divided into five sections:



Website Updates



The home page of the website would give an overview of Weatherly while also highlighting attractions for people who would like to visit the borough. Pages that could be featured on the home page include the following:



Social Media

→ Pictures taken of Weatherly, whether it be from the trail or from downtown, will be able to be uploaded by residents and visitors onto the website. To encourage involvement, photo contests could be held.

Event Announcement

→ This page will provide easy access for residents and visitors to know what events are happening in the borough. It should be updated frequently to keep the information up to date.

Weather Forecast & Maps/Direction

→ This page will give tourists the minimal level of guidance to travel to Weatherly as well as the current weather.

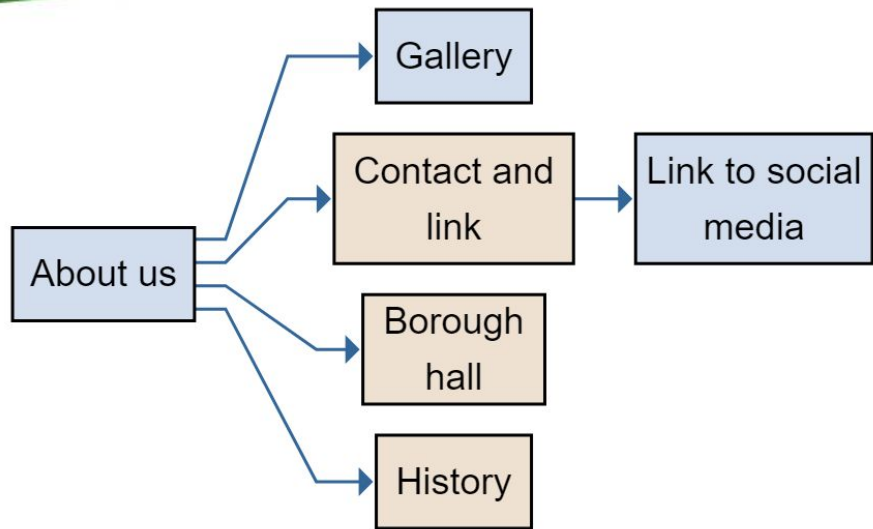
Website feedback & subscribe

→ To improve or expand upon ideas, users' opinions on the website could be considered by adding a "feedback" button.

Website Updates



This section contains mostly “bureaucratic” information, all of which is already available on the current website.



History of Weatherly Borough

Throughout the 155 years, Weatherly has retained the small town atmosphere, a small rural community of people that love their legacy, cherish the wholesome lifestyle and bask in the beauty of their natural surroundings.

Weatherly was incorporated on the eighth day of October, 1863 being cut from the Township of Lausanne. But the beginning of Weatherly, then known as Black Creek, was settled in 1825 by Benjamin Romig on 400 acres of prime timber land he owned on the west side of Black Creek (Hazle Creek). It was called Black Creek because of the dark water that came from the hemlock swamps that flowed down through the town. The area was settled to take advantage of the standing timber. It was not long after that; the Beaver Meadow Railroad came through the town, which served as a stopping place for engineers and crews.



Railroad shops were erected in the town and the Hazleton Railroad was connected to Black Creek. A director of the Beaver Meadows Railroad, named David Weatherly, a professional clock maker, offered the settlement a town clock if the town officials would change the town's name from Black

Weatherly Borough Hall



Welcome to Weatherly Borough Hall, where you can find your elected officials and your appointed officials, look up the board and commissions of the borough, download forms, and read public notices.

Weatherly Borough Hall is located on 10 Wilbur Street, Weatherly, Pennsylvania. Our hours of operation are Monday through Friday - 7:30 A.M. to 4:00 P.M.

Administration Officials

Mayor / Council President	Thomas J. Connors	
Borough Manager / Treasurer	Harold J. Pudliner, Jr	Appointed
Borough Secretary	Lori O'Donnell	Appointed
Solicitor	James R. Nanovic, Esq.	Appointed

Elected Officials

Mayor / Council President	Thomas J. Connors	
Vice President	Norman Richie	
Members	Jeffrey Miller	Theresa D'Andrea
Harold Farrow	Joseph Cyburt	George Miller

Borough Hall

- Administration and Elected Officials
- Forms and Permits
- Boards and Commissions
- Public Notices
- Drug and Alcohol Services

Borough Council Meeting Schedule

Workshop Meetings: Wednesday before the 3rd Monday at 7:00 P.M.

Regular Meetings: 3rd Monday at 7:00 P.M.

Workshop Meetings	Regular Meetings
January 10, 2018	January 15, 2018
February 14, 2018	February 19, 2018
March 14, 2018	March 19, 2018
April 11, 2018	April 16, 2018
May 16, 2018	May 21, 2018
June 13, 2018	June 18, 2018
July 11, 2018	July 16, 2018
August 15, 2018	August 20, 2018
September 12, 2018	September 17, 2018
October 10, 2018	October 15, 2018
November 14, 2018	November 19, 2018
December 12, 2018	December 17, 2018

Contact Weatherly

Administrative Office

Phone: 570-427-8640

Fax: 570-427-8679

Police Department

Phone: 570-427-4241

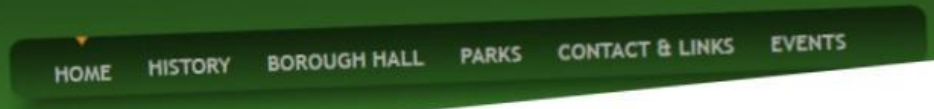
Fax: 570-427-4785

Tax Collector

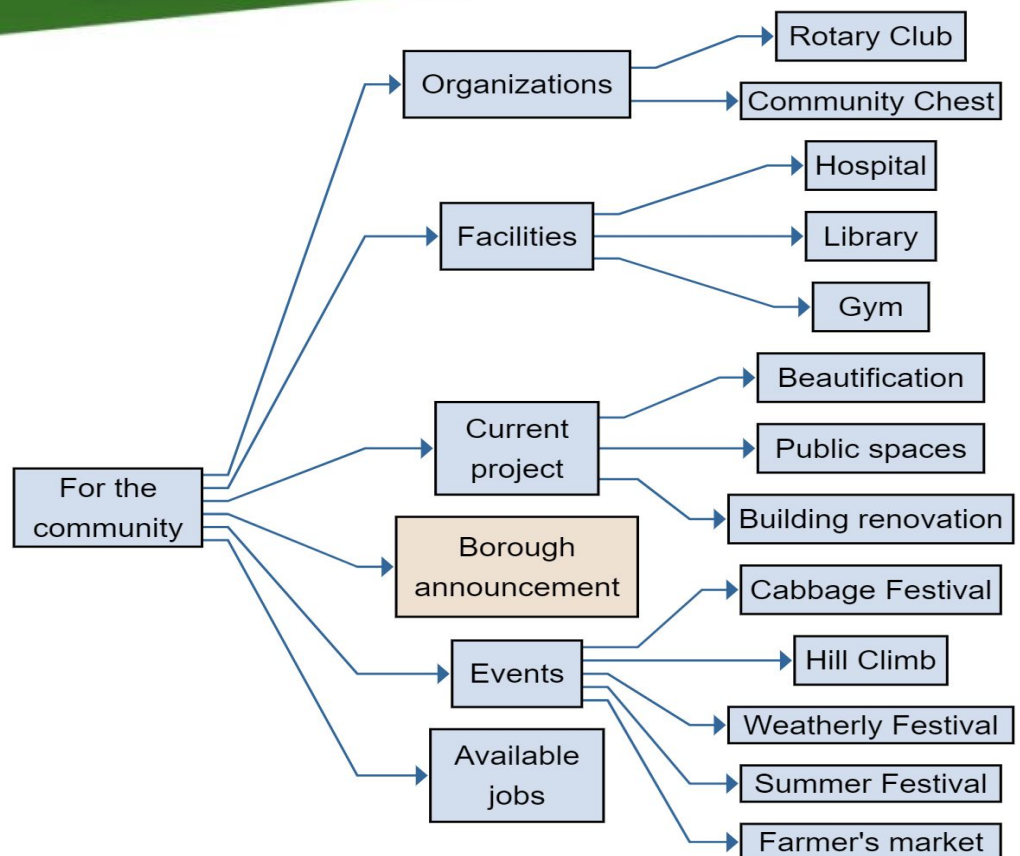
Deborah Kohler

Address:
794 North St.
Weatherly, PA 18255
Phone: 570-427-4765

Website Updates



This section provides information that is most relevant to the community. This section will act as an information hub for residents and will include:



Borough Announcements

→ This page sends out government notices, which are already listed on the original website.

Events

→ This page includes all the events in Weatherly with dates and favorably with pictures (some are already listed).

Organizations

→ This page gives organizations operating in Weatherly with links to their websites (some are already listed).

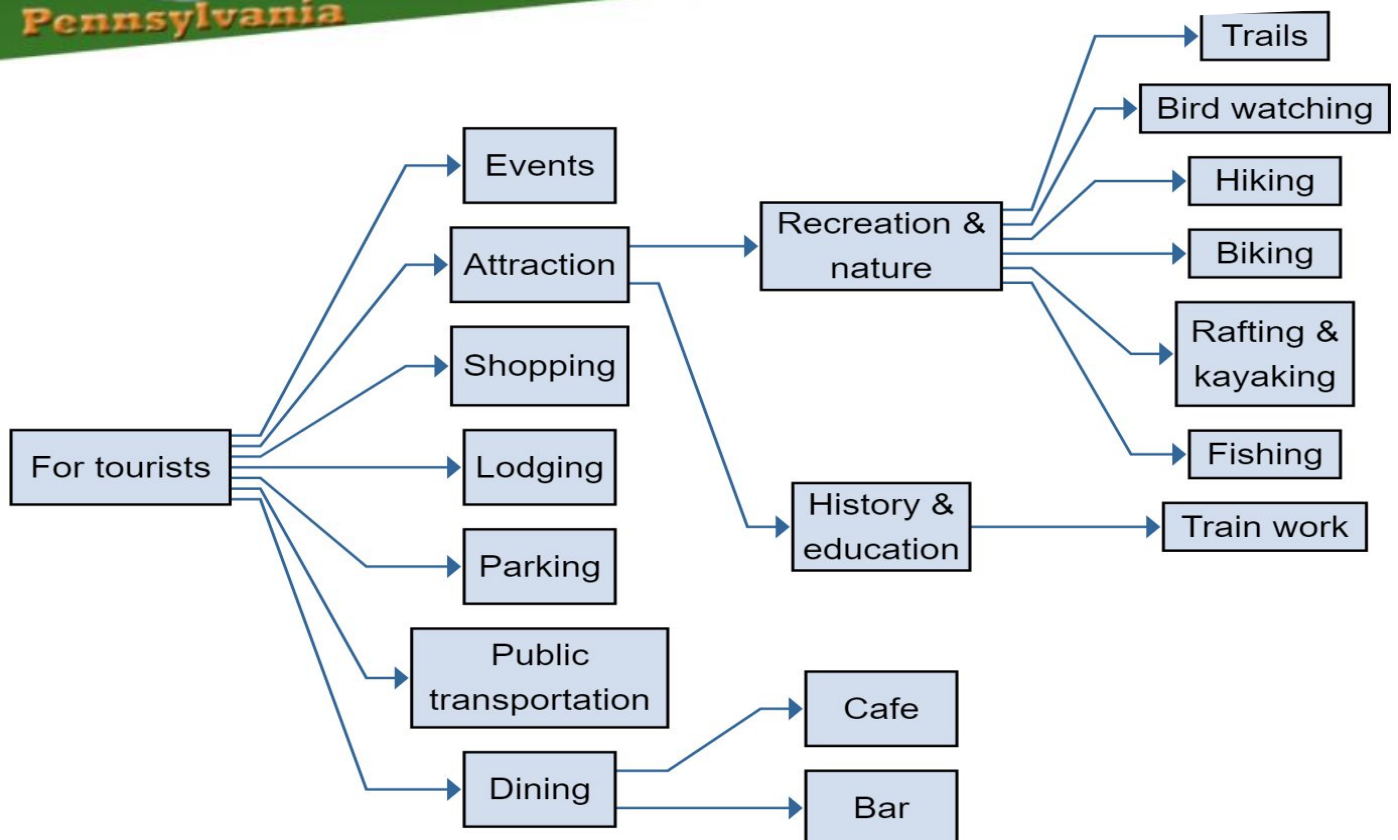
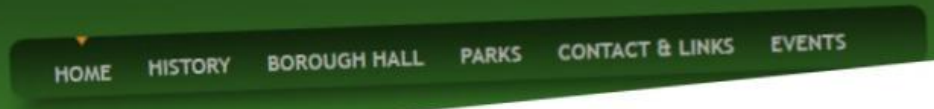
Facilities

→ We plan to list commonly used public spaces (some are not available yet).

Available Jobs

→ This part will help spread employment information for businesses or public spaces.

Website Updates



This section contains common things that tourists tend to look for information on when planning a trip. Attractions are the most important part of this section for tourists. It is divided into two subsections to categorize the attractions.

→ History & Education:

- ◆ The Train Works is a historical attraction we are focusing on. We plan on utilizing the Train Works as a historical site and a place that people in Weatherly can be proud of.

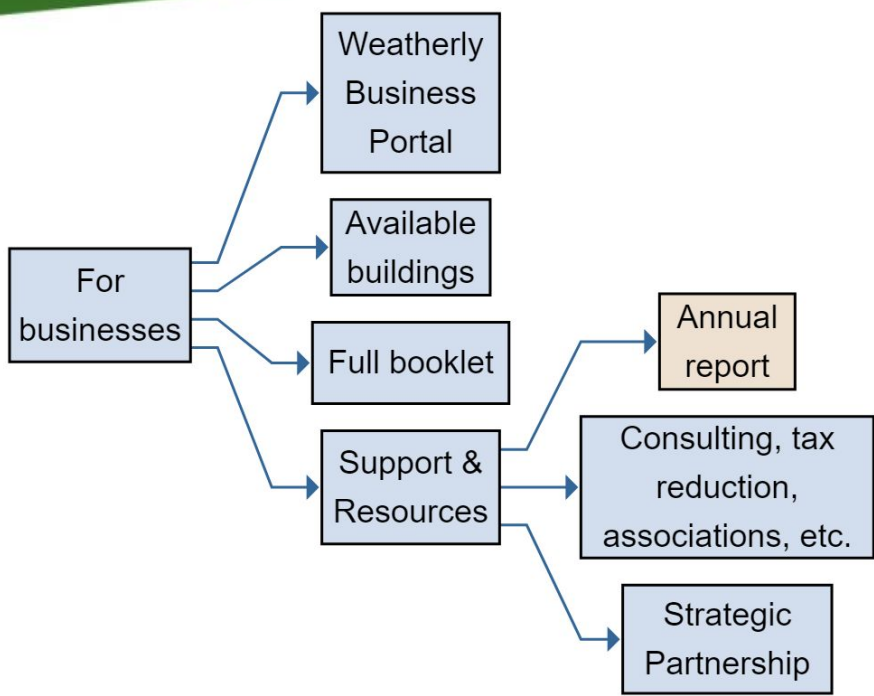
→ Recreation & nature:

- ◆ Weatherly residents pride themselves in the nature that flourishes Weatherly. Because of its importance, attractions relating to outdoor recreational activities will be listed and updated frequently.

Website Updates



This sections contains information that may be helpful for business owners for setting up new businesses in Weatherly or for current business owners to upkeep their businesses:



Weatherly Business Portal

→ The portal gives advice on setting up a business through a survey-like interaction, which will be described in detail later in the report.

Available Buildings

→ This page helps business owners find buildings that fit the types of initiatives they want to build in Weatherly.

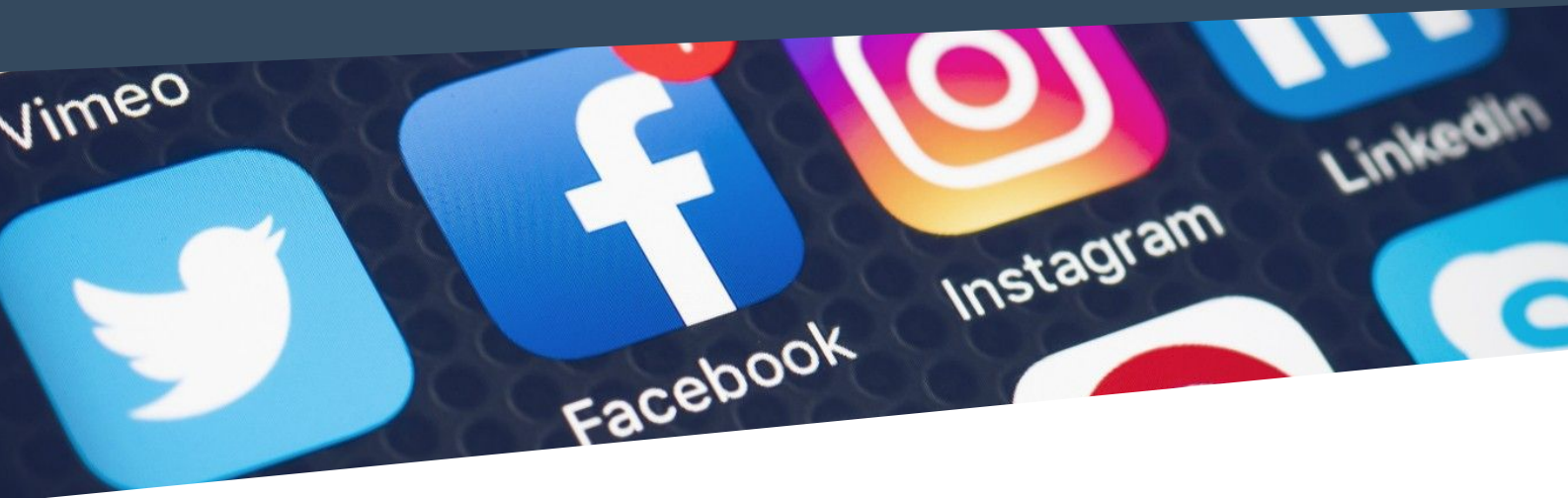
Booklet

→ We plan to put together a booklet that includes necessary procedures, documents, etc., for setting up a new business in Weatherly. This helps simplify the setup process and encourage new businesses to come in.

Support & Resources

→ This page contains links to additional resources such as borough annual report, tax reduction programs, and strategic partnerships.

Social Media Recommendations



An enhanced social media presence will keep members of the community engaged, attract business and tourism and inform visitors about the trail as well as other attractions, events and places to visit.

Our social media recommendations focus on the three most important platforms for online presence: Search Engines (enhancing Search results and Google Maps presence), Communication Platforms (Facebook and Twitter) and tourism apps (Yelp, Airbnb and Foursquare).

Search Engine Optimization

Enhanced presence on Google Search results and Google Maps



Communication Platforms

Regular communication with the community on Twitter and Facebook



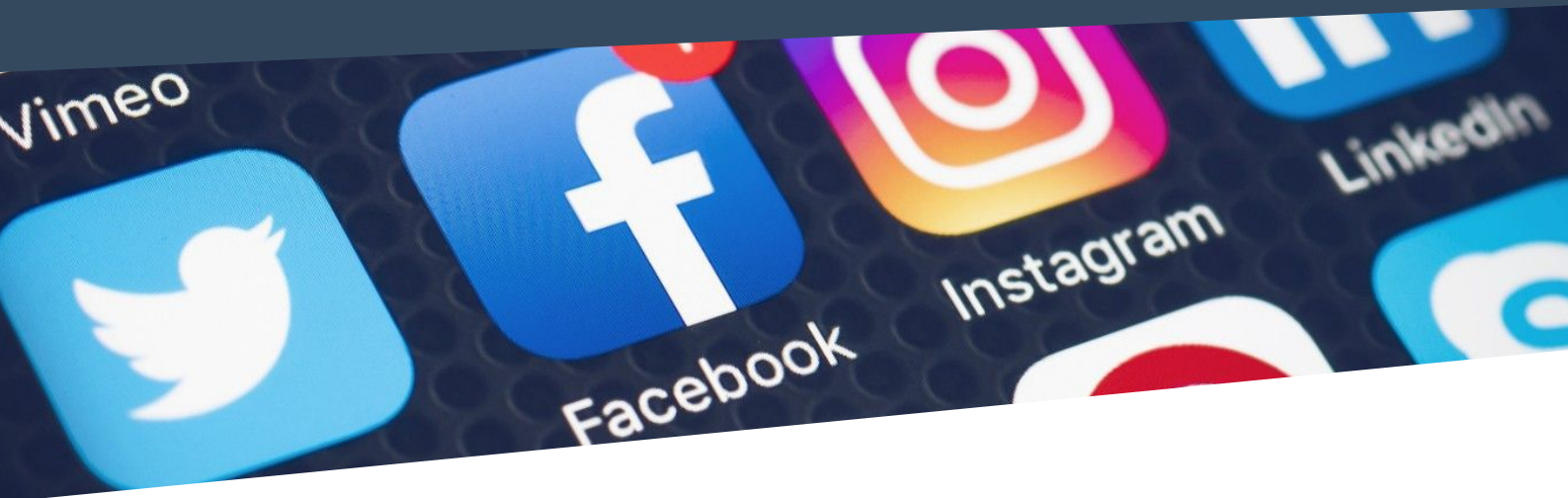
Tourism Platforms

Integration with Yelp, Foursquare and Airbnb drives clients to local businesses

Improve Communication & Attract Tourism

A better social media presence will have positive effects on the Weatherly community and will also attract tourists and small businesses to the Borough

Social Media Recommendations



1 Search Engine Optimization

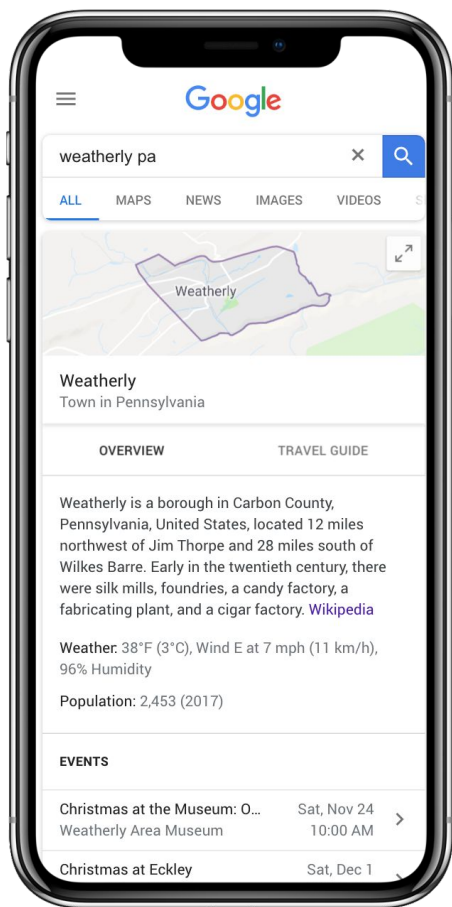


Figure 10. Current Google search result page for “Weatherly PA”

Google relies on multiple sources to automatically generate and maintain information about places and events. Search results shown to users on Google can therefore be altered by updating the various sources of information such as Wikipedia, Google Maps, the Borough’s website, etc.

Contributing to the Borough’s Wikipedia page

Both the Borough’s description and the first Google search result come directly from Wikipedia and can therefore be enhanced with photos, recent updates on restoration and beautification efforts and improvements to the Borough.

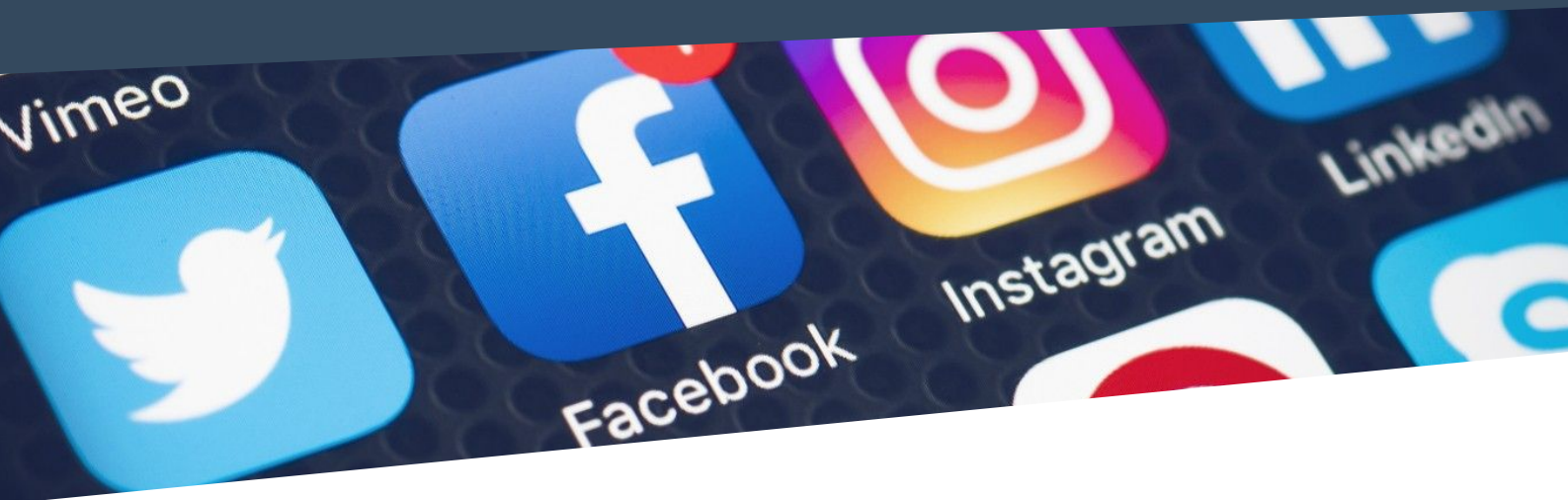
TIP: Anyone can edit a Wikipedia page as long as the edits are meaningful and factually correct.

Enhancing presence on Google Maps

Google Maps allows individual contributors to add places of interest and answer questions about them. Many businesses and attractions (including the trail) can be added to Google Maps along with pictures, reviews and recommendations.

TIP: Encourage restaurant owners to upload photos and reviews to Google Maps and manually add missing places of interest

Social Media Recommendations



Enhancing the “Borough of Weatherly” brand

Many cities and boroughs opt for a defining flag, seal and identifying colors. A “brand” that identifies the Borough of Weatherly can make it recognizable to tourist and would be a great enhancement to the Borough’s online presence and design efforts from the website to printed flyers and advertisements.

TIP: A good brand is recognizable and identifying. The Borough’s history, values and traditions can be a good inspiration for a new brand.

Optimizing the Borough’s Website for Search Engines

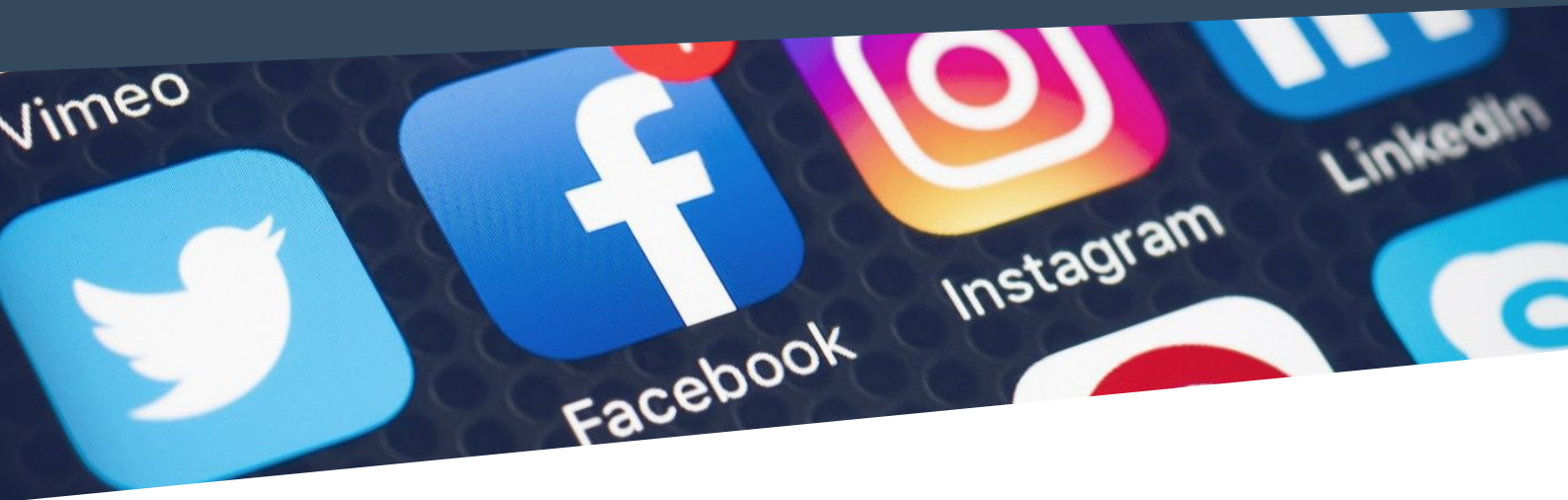
The Borough’s Website can become more prominent in search results through multiple techniques: Maintaining a **blog of fresh content about the Borough** (interviews, news, updates, minutes, etc.) not only increases the number of keywords present on the website but also lets other blogs link to it, adding **relevant information** (such as forms, paperwork and zoning information) also increases the number of links to the website.

Making use of Google’s ad grants for Non-Profit Organizations

Google provides a grant of \$10,000 per month in advertisement credits that can be claimed through a non-profit organization. We recommend working with local non-profit organizations to claim the grant and run online advertisements to bring visitors to Weatherly.

TIP: The “Lehigh Valley Chamber of Commerce” and the “Pocono Mountain Vacation Bureau” can be great resources to make use of the grant and direct visitors to Weatherly.

Social Media Recommendations



2 Enhancing Communication Platforms



Figure 11. City of New York's Twitter Presence

Communication platforms are an integral part of the tools available to Borough to hear from the community, establish feedback channels and advertise the Borough's events and places of interest. We highly recommend making use of communication platforms such as Facebook and Twitter.

Creating a Facebook and Twitter presence

Currently, the Borough has no presence on the two biggest social media platforms. A Facebook page allows the creation and advertising of events and news/updates. A Twitter page can mainly be used to broadcast important announcements (change in hours, road closures, important events, etc.) and serve as a feedback channel for residents of the Borough.

Live-streaming Borough Hall Meetings

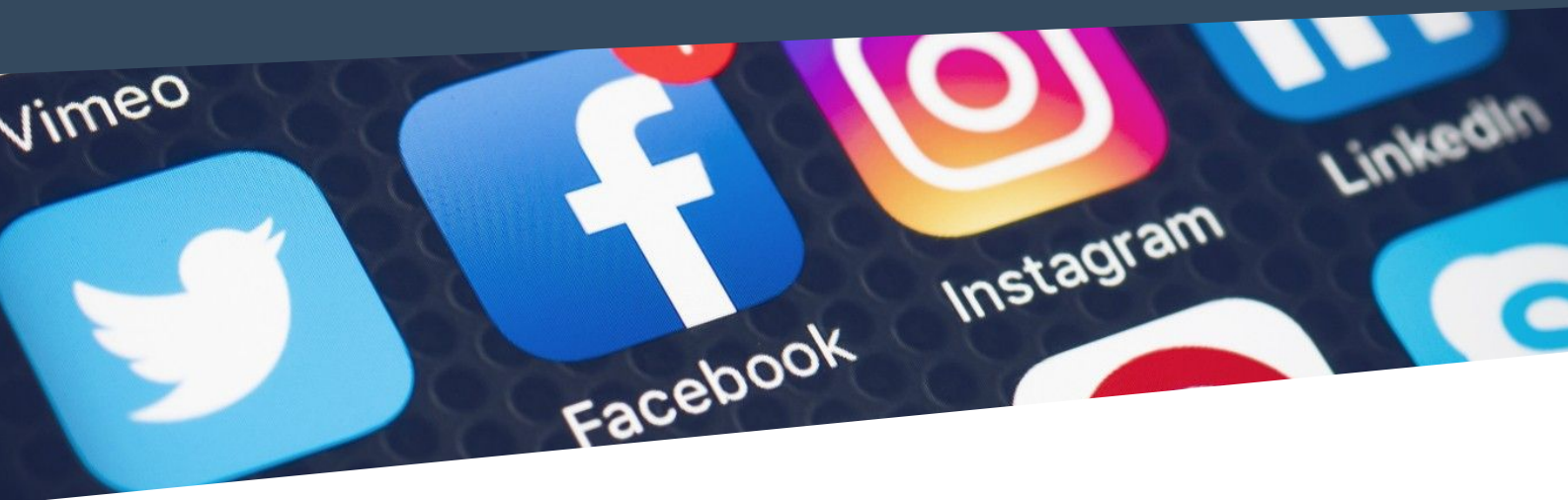
A Facebook page also allows the Borough to take advantage of its live-streaming capabilities which gives the community members an inside look at the Borough's decision making philosophy and mechanisms.

TIP: Live streaming and recording Weatherly's Borough Hall meetings enhances trust and transparency



Figure 12. City of Philadelphia Council Meeting Live Stream

Social Media Recommendations



Adding and Managing Fresh Social Media Content

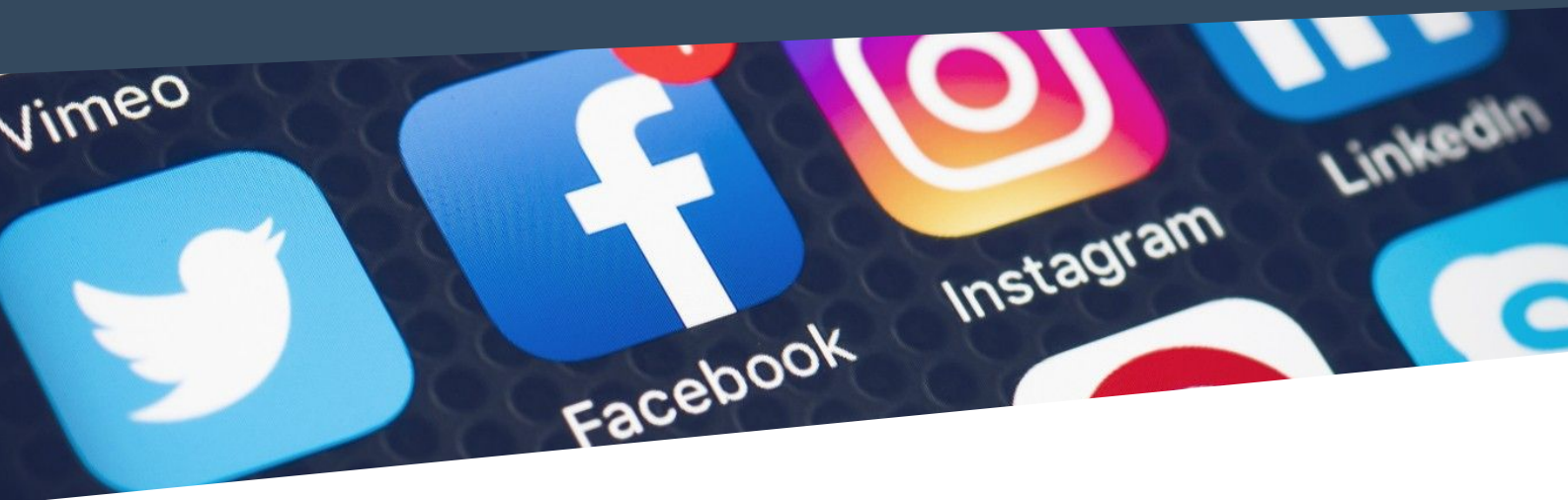
An integral part of a successful social media presence is maintaining fresh content and useful updates. The Borough's current webmaster can expand their role beyond the creation and maintenance of static web page to become a community manager, publishing updates, articles and replying to messages from the community.

TIP: Hootsuite is a great automation platform that makes it easier to replicate content across different platforms (ex. Publishing to the website, Facebook and Twitter at once)

Creating Online Communities

An online community is a great way to provide residents and visitors with a space to exchange ideas and connect with each other and enhance relationships. A traditional space for an online community would be a Facebook Group where residents can list items for sale, publish announcements, raise concerns and organize community events.

Social Media Recommendations



3 Enhancing Presence on Tourism

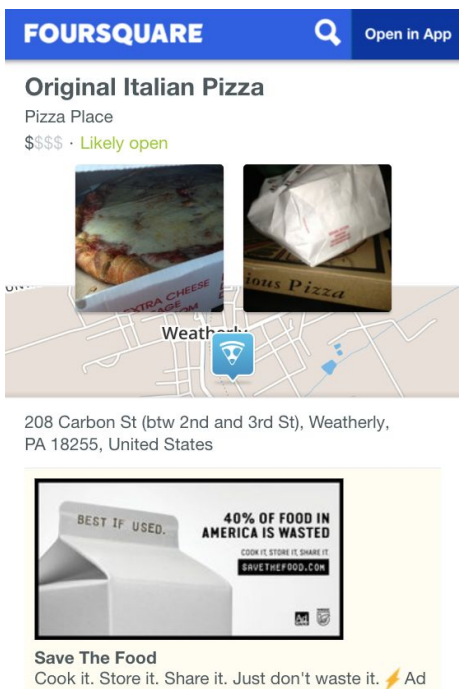


Figure 13. Italian Pizza's presence on Foursquare

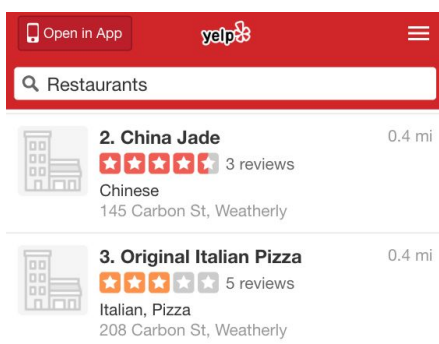


Figure 14. Weatherly restaurants on Yelp

Yelp, FourSquare, and AirBnB are the major apps tourists and visitors consult before and during a trip. It is imperative that local business be aware of their presence on these apps and take ownership of their pages on these platforms.

Update details and upload photos

During our survey of Weatherly's presence on Yelp and Foursquare, we've noticed that many businesses lack photos of their restaurants, have no menus available and do not present details about their business thus making them hard to discover on the platforms.

Encourage customer reviews

An easy way to enhance presence on these platforms is to encourage customers to review the restaurant through flyers, direct communication and vouchers. Having multiple good reviews automatically puts businesses to the top of results.

TIP: Presenting vouchers and coupons in exchange for reviews is an easy way to gain popularity on platforms like Yelp and Foursquare

Recommendation #5

Attracting & Facilitating Business Creation

Surveying Pre-Existing Buildings



Find Buildings For Sale

Working with local realtors and other online platforms, we plan on analyzing and recording all buildings for sale. This will provide a convenient access point for any incoming entrepreneur.

Find Previous Functions

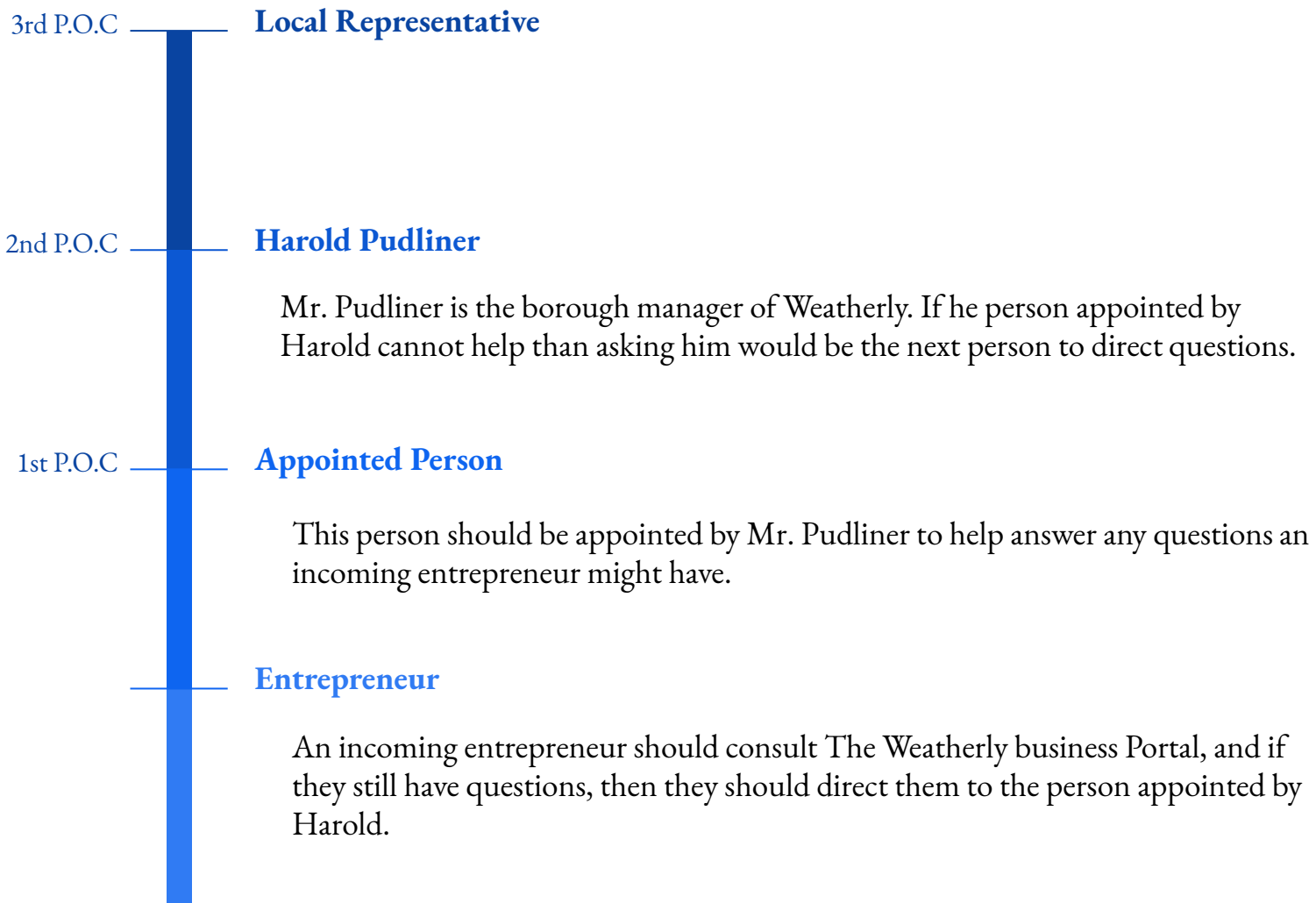
Once completed, we plan on contacting local townspeople and finding old records which list out the previous functions of each building. This will information will be collected and stored to help entrepreneurs find which buildings best fit their needs.

List Results On Website

We plan on hosting this list of current buildings for sale and their previous functions on the updated Weatherly website. Any incoming business owner or entrepreneur will be able to easily access this information.

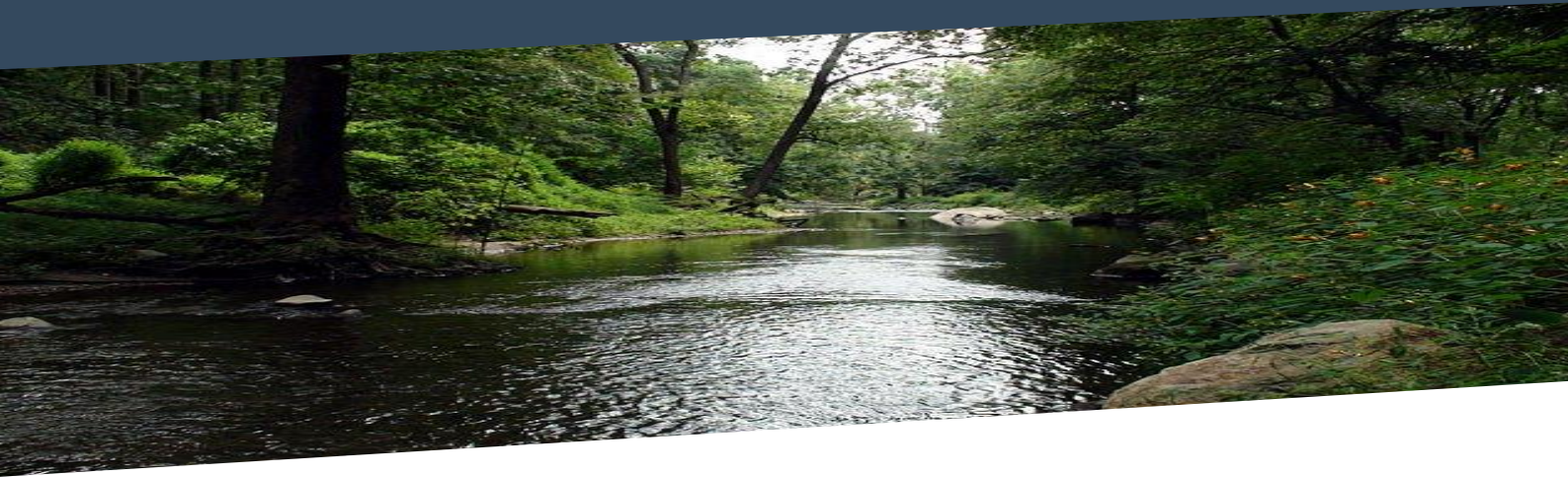
We plan on conducting a survey of available buildings and their previous functions. This information is pertinent as it will allow us to market specific building to specific businesses. In addition, it will reduce a significant portion of research new businesses have to conduct when looking into Weatherly. Finding a storefront is an essential part to any business and if a building had a similar function to the one the incoming business needs, then minimal changes would be necessary, making it more advantageous for the owner.

Points Of Contact (P.O.C)

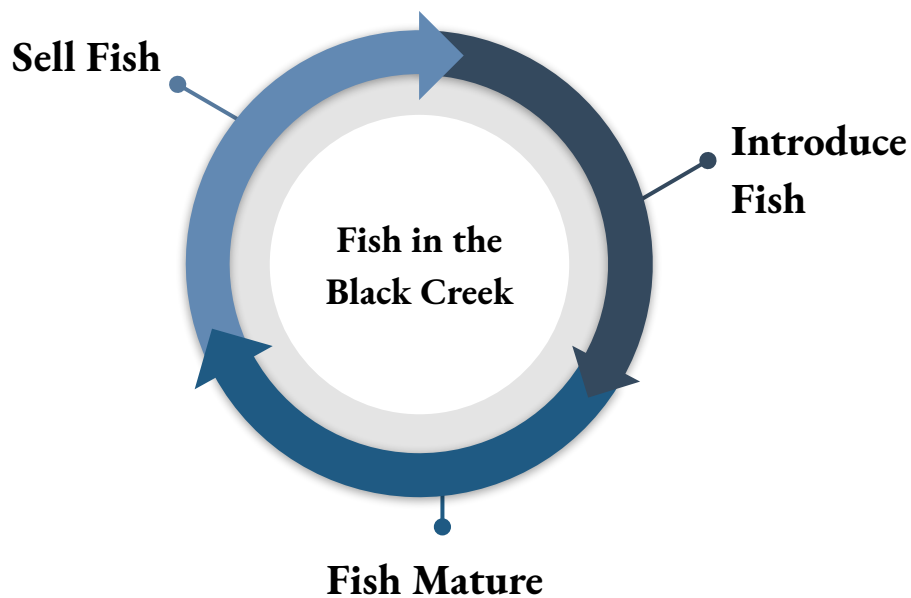


Since confusions trail new situations, another task of ours will be mitigating this confusion by finding, then appointing someone to help business owners answer and questions they might have. Who you know as as important as what you know and when dealing with a local municipality this seems to be the case. The horror stories Mr. Due referenced when dealing with the problem he's had with a local township are something we would want no incoming entrepreneur to go through and by appointing someone, we hope to prevent such cases. This appointment should know the dynamic of the township and be able to recommend people who an entrepreneur would find helpful when trying to solve their problems.

Fisheries



A Sustainable Creek



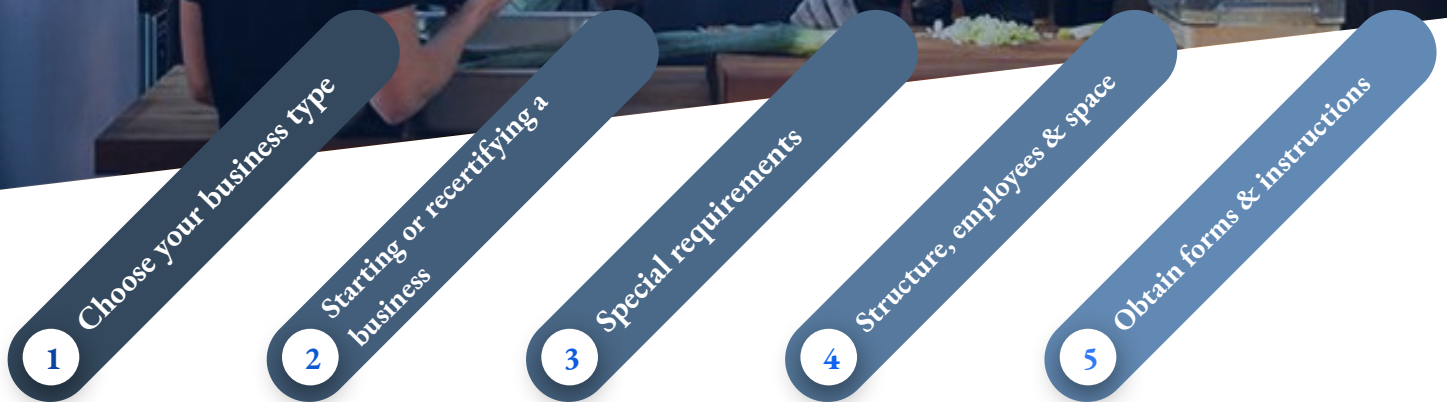
How to run and operate fisheries was another aspect that was discussed during our meeting with Mr. Due. With our plan to re-populate the Black Creek with fish, the questions on how to do this and who to contact came up. Mr. Due was able to provide who to contact, Michelle at Greenwalk Trout Hatchery, which we plan on reaching out to and discussing the feasibility of fish in the Black Creek.

Introducing fish into the Black Creek would have a substantial positive impact on the community. First, if successful, it would provide another reason for tourists to come into the town, to Fly-Fishing. With the introduction of Fly-Fishing, a convenience store could hold bait and the influx of people would positively impact the local economy.

The Weatherly Business Portal



weatherlypa.gov/business



The **Weatherly Business Portal** will be an integral part of the small-business and investment attraction plan and it will be a useful tool that allows current and prospective small-business owners to fully understand certifications and compliance requirements and get a personalized check-list of tasks and forms required to start or recertify their business.

The **Weatherly Business Portal** will take current and prospective small-business owners through an easy 5-step process that will allow them to teach the algorithm about their business type, structure, number of employees and special requirements and at the end of the process obtain a list of external links, forms and documents that they can download and fill out in order to speed up the business creation process. The tool will also suggest any tax benefits and grants that they can benefit from.

The Weatherly Business Portal

weatherlypa.gov/business

1. Business Type

2. Starting or Managing

3. Special Req.

4. Business details

5. Result



✓ All done! Here is your checklist!

Step 1. Establishing your business

- Get an Employer Identification Number [External link](#)
- Consult Zoning Requirements [External link](#)

Step 2. Get the necessary certifications and permits

- Food Protection Certificate [Download](#)
- Recycling and Waste Removal [Download](#)

Step 3. Benefit from tax incentives

Figure 16. Design concept for the “Weatherly Business Portal” tool

Small Business Resources

Carbon County Chamber of Commerce

- Provides information for entrepreneurs
- Promotes local business through networking and joint advertising

Carbon County Economic Development Council

- Gives entrepreneurs access to credit via business loans
- Offers limited amounts of grant funding

Small Business Development Center at Wilkes

- Partners with entrepreneurs to refine their business proposals
- Open to any Carbon County resident, but space is limited

Summary

We look forward to hearing feedback from the Weatherly community and are excited to receive input from the trail committee on how we can better tailor our suggestions to serve the needs of the Weatherly committee. Any feedback we receive will be used to adjust our project goals and recommendations moving forward.

Acknowledgements

The Technology Clinic would like to thank the following people for their invaluable contributions: Harold Pudliner, Hugh Harris, Shayne Morane, Bobby O’Gurek, Victor Rodite, Allison Czapp, David Due, Pat McGowan, and Kevin and Ann Kennedy.

We would also like to thank our faculty facilitators Dan Bauer, Luis Schettino, and Lawrence Malinconico for their support.

Citations

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