

EAST GOSHEN TOWNSHIP  
COMMUNITY DEVELOPMENT COMMISSION

January 23, 2012 Special Workshop 7:00pm

AGENDA:

1. Call to Order/Pledge of Allegiance/Moment of Silence
2. Acceptance of 1/11/2012 Minutes (as emailed 1/16)
3. V Chair nomination(s) & election
4. KEY: the number of Committees: Sales/Marketing Cmte & Stats & Data/Research Cmte Sub, or ad hoc committees within the 2 Majors. Discussion
5. Members into Cmtes - Based on Bios, Strengths, Availabilities. Discussion
6. EGT \*Assets, Features & Benefits discussion (talking) points with Commercial/Industrial tenants -  
(both future & current residents). Compile List. Discussion
7. Chester County Chamber of Commerce, Greater West Chester Chamber of Commerce, Chester Coounty Economic Development Council, Investment Realtors & Bankers. Discussion
8. Next Meeting: Weds February 8, 2012 @ 7:00pm
9. New Agenda Items for February 8 meeting
10. Public Comment
11. Adjournment

\* Re: Requests for a FAQ sheet, or Zoning Maps, think our 2005 Twp Map & Info Guide or 2012 EGT Info Guide & Map should do the trick on both requests, as well as familiarization with our EGT website. Will have Twp send Info Guide/Maps to our members.

In subsequent meetings, before our Plan is submitted to the BoS, we'll want to formulate a scripted form Letter of Intro prior to any visitations (similar to 5.), and seek tenants' suggested point of contact before any CDC visitations. Also, in subsequent meetings we'll need data on EGT's tax assessments & EIT base (initially the 80:20 Rule can help simplify & prioritize most of this to 20-25% of our C/I zones' tenants).

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**EAST GOSHEN TOWNSHIP  
COMMUNITY DEVELOPMENT COMMISSION  
January 11, 2012 – 7:00pm  
Draft Minutes**

**Attendees**

**Members:** John Altshul, Daniel Callahan, Elena Coarse, Vincent Lord, Bob Madonna, John Stipe, Al Zuccarello and Donald Zembruski. Noel Hedgecock was absent.

**Supervisors:** Senya D. Isayeff, Thom Clapper, Marty Shane, Carmen Battavio and Chuck Proctor.

**Guests:** Katie Doherty and Mark Yoder (Greater West Chester Chamber of Commerce), Nancy Keefer (Chester County Chamber of Business & Industry), Gary Smith and Tim Connor (Chester County Economic Development Council).

**Others:** Township Manager Rick Smith, Zoning Officer Mark Gordon, Susan Carty (Planning Commission) and resident Erich Meyer.

**Call to Order & Pledge of Allegiance**

Senya D. Isayeff called the meeting to order at 7:04pm. He asked the guests from the Greater West Chester Chamber of Commerce, the Chester County Chamber of Business & Industry, and the Chester County Economic Development Council to lead the Pledge of Allegiance.

**Moment of Silence**

Rick Smith called for a moment of silence to honor the troops.

**Recording of Meeting**

No one indicated they would be recording the meeting.

**Welcome**

Senya welcomed everyone to this first meeting of the East Goshen Community Development Council, the first such group in any municipality of Chester County.

**Greater West Chester Chamber of Commerce**

Katie Doherty, President of the Greater West Chester Chamber of Commerce, gave an overview of her organization which serves the Borough of West Chester and six surrounding townships: East Goshen, East Bradford, Westtown, West Goshen, Thornbury and Birmingham.

**Chester County Chamber of Business & Industry**

Nancy Keefer, President & CEO of the Chester County Chamber of Business & Industry, gave an overview of her organization which serves every township within Chester County as well as some outside the county. She encouraged the CDC members to explore the Chamber's newly updated website.

1 **Chester County Economic Development Council**

2 Gary Smith (President & CEO) and Tim Connor (Senior Director) of the Chester County  
3 Economic Development Council gave an overview of their organization. Tim offered to share  
4 the business survey form they use to help the East Goshen CDC get started.

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6 **Resolution 2011-64**

7 Rick Smith read aloud Resolution 2011-64, A Resolution Creating a Community Development  
8 Committee.

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10 **Charge and Mission**

11 Senya distributed a list of the 112 businesses in the Township to the CDC members and asked  
12 them to contact the businesses and complete any missing information. He said the role of the  
13 CDC will be to make recommendations to the Board of Supervisors on how to help businesses  
14 grow and to attract new businesses to the Township. The CDC will make no decisions on its  
15 own but will make recommendations to the Board of Supervisors. The ultimate goal is for the  
16 CDC to help keep property values up and to increase demand for properties in East Goshen.

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18 Senya noted that the CDC can form committees, but any time a quorum of members plans to get  
19 together it will have to be advertised as a public meeting and a Recording Secretary will be  
20 present to take minutes.

21  
22 **Iron Hill Criterium**

23 Mark Yoder of the Greater West Chester Chamber of Commerce spoke about the Iron Hill  
24 Criterium and how they would like to hold pre-race heats for this event on Enterprise Drive in  
25 East Goshen on July 7 from 8am to 3pm. The Chamber of Commerce would welcome help from  
26 the CDC in contacting the businesses on Enterprise Drive about this event to seek their  
27 cooperation and to solicit donations of prizes and food, etc.

28  
29 Al Zuccarello said this matter was discussed at the Planning Commission and they were very  
30 receptive to the idea. Al asked how many vehicles to expect at the event. Mark said he could  
31 not be sure as this would be the first year for the event in East Goshen.

32  
33 Katie Doherty said the Chamber markets this event heavily and if East Goshen is involved, the  
34 Township would be mentioned in the press and advertisements. She said it would be a great  
35 opportunity to showcase the Township.

36  
37 Mark said that he and Katie are available to help the CDC as needed and they would be willing  
38 to come to meetings if necessary. Katie said the CDC members are welcome to come to the  
39 Chamber's Advisory Group meetings for this event. Senya said that ideally, one member of the  
40 CDC could become part of the Chamber's Advisory Group.

41  
42 **Introductions**

43 The members went around the room to introduce themselves and give a brief biography. Senya  
44 then introduced each of the Supervisors, staff, and ABC members that were present.

1 Marty told the group that businesses are a vital part of the East Goshen community and the  
2 Township wants each business to know that they are wanted, valued, and that the Township is  
3 available to help them if needed. He said the role of the CDC will be to go out to the businesses,  
4 get to know them, find out their needs and report back to the BOS. He thanked everyone who  
5 volunteered for this Commission and also their families for supporting them.  
6

### 7 **Selection of a Chairman**

8 John Altshul moved to nominate Al Zuccarello for Chairman. Bob Madonna seconded the  
9 motion. There was no discussion or public comment. The group voted unanimously to approve  
10 the motion.  
11

12 The members agreed to decide on a Vice-Chairman at the next meeting when hopefully all  
13 members will be present.  
14

### 15 **Meeting Schedule**

16 The members agreed to meet the second Wednesday of each month at 7:00pm, with workshop  
17 sessions as needed. Al said he would like to schedule the first workshop in two weeks to discuss  
18 the Township assets (selling points). The Vice-Chairman can be selected at that meeting. Elena  
19 said that she would be out of town that week.  
20

### 21 **BOS Liaison**

22 Senya noted that Marty Shane will serve as the BOS liaison to the group, and should be copied  
23 on all correspondence and emails.  
24

### 25 **Other Matters**

26 Vince asked if the list of businesses that was distributed includes home-based businesses. Rick  
27 said it did not, but he could have a list of such businesses compiled and sent out to the members.  
28

### 29 **Starting Points**

30 Bob suggested the group compile a list of Frequently Asked Question (FAQ) about the Township  
31 that everyone can have so that all members are on the same page when asked questions about  
32 East Goshen.  
33

34 Dan said the group also needs to develop a list of priorities. He said the Criterium event would  
35 be a good place to start as it gives the group a reason to contact businesses on Enterprise Drive  
36 and introduce themselves.  
37

38 Senya suggested the group form a Criterium Committee of three members to do the following –

- 39 • Find out which businesses are on Enterprise Drive and determine the point of contact.
- 40 • Develop a list of things the businesses should be consulted about, such as the road  
41 closure, event date, etc.
- 42 • Meet with the Chamber of Commerce about the event.  
43

44 Dan suggested getting everyone involved in the Criterium event, perhaps by having three  
45 committees of three members each.  
46

1 The group agreed to email biographies of themselves to each other and to note their strengths,  
2 areas of interest (for committees), suggestions for committees that should be formed, and their  
3 availability for a workshop meeting in two weeks. Al said he would send out emails to everyone  
4 by tomorrow to get things started.

5  
6 Senya asked that the group not start contacting businesses until they develop a plan of action that  
7 is approved by the Board of Supervisors.

8  
9 **Adjournment**

10 There being no further business, the meeting was adjourned at 9:12pm. Senya thanked everyone  
11 for volunteering for the CDC.

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14  
15 Anne Meddings  
16 Recording Secretary

DRAFT