

**EAST GOSHEN TOWNSHIP
COMMUNITY DEVELOPMENT COMMISSION
January 23, 2012 – 7:00pm
Final Approved Minutes**

Present: Chairman Al Zuccarello and members Jon Altshul, Dan Callahan, Elena Coarse, Noel Hedgecock, Bob Madonna and Don Zembruski. Members Vincent Lord and John Stipe were absent. Also present were Supervisor Marty Shane and Township Manager Rick Smith.

Call to Order/Pledge of Allegiance/Moment of Silence

Al called the meeting to order at 7:00pm. Noel led the Pledge of Allegiance. The group had a moment of silence to honor the troops.

Minutes of January 11

There were no changes to the draft minutes. Al announced that the minutes would stand approved as submitted.

Election of Vice-Chairman

Elena moved to nominate Don Zembruski for the position of Vice-Chairman. Bob seconded the motion. There was no discussion or public comment. The members voted unanimously to approve the motion.

Discussion

The group discussed what committees should be formed. Bob suggested one committee for development and one for marketing. Noel asked if the group is going to focus on residential properties at all or just on commercial properties. Elena and Al said the group should focus on commercial properties to begin with. Dan suggested a committee to focus on underutilized space and redevelopment opportunities. Noel suggested committees on acquisition and retention to attract new business and retain existing businesses.

Al noted that Rick Smith will supply the group with information on current commercial vacancies. He asked Rick what sites are currently empty and Rick said the Synthes location, the Comcast "black box," and a building at Paoli Pike and Reservoir Road. Noel said there are also a number of vacant storefronts.

Jon cautioned against getting too ambitious and trying to take on too much. He believes the group can function effectively from the margin.

Marty Shane noted that the BOS did not charge the CDC with a specific mission. He suggested the group develop a mission statement to start with, as a way to focus. Once the mission statement is in place it will help the group decide what committees are needed and what the strategy should be. Bob suggested using the language in Resolution 2011-64 (the resolution creating the CDC) as the basic language for the mission statement.

Marty said the BOS is very interested in keeping existing businesses and helping them expand if they wish to grow. The BOS would like the CDC to get information on the businesses so the Township can be more of a help to them. Marty said the CDC can also help by seeing what can be done to

improve things in the Goshen Village Shopping Center and to help revitalize the strip of businesses on Route 3.

Jon said he believes the CDC should focus on retention of existing businesses first before concentrating on attracting new businesses. Dan said attracting new business should not take a lot of work on the CDC's part as the Chambers of Commerce can help in that regard.

Don said he would like to add a column to the list of Township businesses showing who rents their space vs. who owns.

Al then read an email from Vince Lord listing his thoughts on East Goshen's assets as a Township. Al said he would like the group to compile a list of the features, assets, and benefits of East Goshen to share with existing and potential businesses.

Al asked that the group come to the February 8 meeting prepared to share ideas for the mission statement.

Al suggested two committees be created – one to handle sales & marketing (this committee will visit all the businesses) and one to handle statistics & data research. Elena believes everyone in the CDC, not just the sales & marketing folks, will be needed to go out and visit businesses to help collect data. Noel said the group will need to develop a standard questionnaire to use. He thinks the group should talk to realtors representing commercial properties in the Township to see what information they need.

Marty reminded the group that the immediate charge they have from Senya is to contact the businesses along Enterprise Drive regarding the Twilight Criterium. Don said the group should meet with the Greater West Chester Chamber of Commerce and the race producer. Rick suggested the CDC members drive through the business park on a Saturday and take a look at the parking situation. Al said he would like Don to accompany him to a meeting with the Greater West Chester Chamber of Commerce.

Jon said he would like to get a copy of the Economic Development Council's business survey form they offered to share with the CDC.

Don asked if everyone received the email he had sent out. Not everyone had, so he had Rick make hard copies for distribution.

Elena said the members should speak with the Township businesses before developing a list of features and benefits in order to develop a list that is responsive to the needs of the business community.

Al suggested that before the next meeting everyone review the Township map (Rick had provided hard copies) as well as familiarize themselves with the information available on the Township website.

Rick was asked to email a copy of the business list to everyone and he said he would do so. Marty suggested the group start out by classifying the businesses as Retail and Non-Retail.

Noel said he would like everyone to come up with a list of 10 activities the CDC should be involved in. The group can then narrow down the list and prioritize activities. Marty advised the group to follow Jon's recommendation and not take on too much too soon. He suggested starting small and getting some early successes before moving on to larger projects.

Elena suggested the group have a brainstorming session at the next meeting using a method she has used with success. Everyone will be given a pack of Post-It Notes to use for writing down their suggestions for tasks and priorities. All the notes will then be posted onto the white board and classified/sorted by the group. The most popular suggestions for tasks and priorities will become readily apparent and this exercise will help the group develop their committees and tasks. The rest of the group was in agreement with this suggestion. Rick said he could make sure there are packs of Post-It Notes for everyone on February 8.

Noel offered to set up a Dropbox folder for the team (see www.dropbox.com) that will allow the group to share documents online. He will send an email about this to everyone.

Don asked that everyone send out their resumes to each other and reminded everyone that Marty Shane should be copied on all emails.

Noel volunteered to create a list of the vacant storefront businesses in the Township. He and Al made plans to drive around the Township together noting every vacancy they see.

Dan said he will not be able to make the February 8 meeting, but will send an email with his list of tasks and priorities for use in the brainstorming session.

Al reminded everyone to come to the February 8 meeting with ideas for the Mission Statement.

Adjournment

There being no further business, the meeting was adjourned at 8:13pm.

Anne Meddings
Recording Secretary