

**EAST GOSHEN TOWNSHIP  
COMMERCE DEVELOPMENT COMMISSION  
April 30, 2012 – 7:00pm  
Minutes (Final)**

**Present:** Chairman Al Zuccarello, Vice Chairman Donald Zembruski, and members Vincent Lord, Daniel Callahan, John Stipe, Bob Madonna, Supervisor Marty Shane, Zoning Officer Mark Gordon and Chief Financial Officer Jon Altshul. Member Elena Coarse was absent.

**Call to Order/ Pledge of Allegiance/Moment of Silence**

Al Zuccarello called the meeting to order at 7:00pm. He also led the Pledge of Allegiance and called for a moment of silence for our military troops.

**Minutes of April 2, 2012**

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

**Community Day**

Dan noted that the Friends of East Goshen will begin raising funds for Community Day this week, and that as a member of both the CDC and Friends, he would not personally be soliciting donations from any business that the CDC will be approaching.

**Advisory Committees**

Al announced that the CDC will contain two advisory committees: 1) an industrial/manufacturing committee, consisting of Don (team leader), Dan and Bob and 2) a retail/commercial committee consisting of Elena, John and Vince (team leader). As chairman, Al would float between the two groups.

The CDC plans to send introductory letters out to EGT businesses in the coming weeks, introducing itself and its members. After that, the two advisory committees would reach out to relevant businesses for interview times and identify businesses for inclusion in a local business advisory committee, which would help steer the CDC's work.

Jon noted that the list of businesses that the township provided to the CDC in January likely only contains contact information on commercial building owners, as opposed to businesses that rent their space. Accordingly, he agreed to follow up with a data request for names and addresses of Local Services Tax filers from the Keystone Tax Collections Group, in order to get more accurate information.

**Website**

Don shared information on what the Paoli Business and Professional Association had done with its website—essentially creating a one-stop shop highlighting all the businesses and events in Paoli. The group indicated an interest in doing something similar with East Goshen businesses. Jon noted that this was something that the township might be able to do through the township website, although the township wouldn't be able to officially endorse any business. The group

agreed that as part of the CDC's interviews to ask businesses for a few sentences to describe themselves to be used in this type of website.

### **Local Business Advisory Committee & Community of Excellence Event**

There was considerable discussion regarding getting a large group of businesses in a room together to get a general feeling of the types of concerns that EGT businesses have, as well as to help CDC develop a strategy. Bob noted that it might be difficult to approach businesses with specific questions before he understands what areas may need focusing on. Marty also noted that he expects that many businesses will have concerns about the township's sign ordinance and suggested that CDC members familiarize themselves with that section of the township code. Bob also noted that he has been speaking with individual business owners informally over the past few weeks to understand their concerns, and there was general agreement that CDC members should be trying to engage business owners in conversation even when they are about the township running routine errands.

Mark suggested that the CDC facilitate an event during regular business hours for EGT businesses, modeled on the Community of Excellence event, whereby all EGT businesses would be invited to the township building, township staff and supervisors could speak to them about the township, and businesses would be able to network with other business owners. The CDC was receptive to this idea. This event could be either in place of or in addition to convening a Local Business Advisory Committee of selected township businesses.

### **Adjournment**

There being no further business, the meeting was adjourned at 8:30pm.

Jon Altshul  
Treasurer/Chief Financial Officer