

**EAST GOSHEN TOWNSHIP  
COMMERCE DEVELOPMENT COMMISSION  
May 21, 2012 – 7:00pm  
Minutes**

**Present:** Chairman Al Zuccarello, Vice Chairman Donald Zemruski, and members Vincent Lord, Daniel Callahan, Elena Coarse, Supervisor Marty Shane and Chief Financial Officer Jon Altshul. Members Bob Madonna and John Stipe were 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 30, 2012**

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

**Letters of Introduction and Meeting with Businesses**

Al noted that letters of introduction have gone out to many township businesses and that those letters have been positively received by the business community. He and Don have met with three commercial/industrial businesses, including CTDI, Tecniplast USA, and Advanced Staging Productions, and have had good, productive meetings thus far. Vince stated that he has reached out to a number of retail businesses for interviews, but has not formally interviewed any business owners yet.

**Phase I & Phase II**

Al explained that there are basically two “phases” for the CDC’s work as envisioned by the Supervisors. He hopes that Phase I, which includes refining and correcting the commission’s list of EGT businesses and, through interviews and surveys, getting a cursory, but comprehensive “pulse” of township businesses, will be wrapped up by June 18<sup>th</sup>. At that point, he hopes to begin Phase II, which will include convening two business advisory committees, learning when strategically important commercial leases are set to expire and joining the Chester County Chamber of Commerce and other key business groups.

**West Chester Pike Development**

The group discussed potential development plans along Route 3. Elena suggested that this stretch of road would be appropriate for medical complexes, and noted that many doctors have been purchasing buildings and renting out extra commercial space. Marty suggested that the CDC learn about the interests of businesses in the Route 3 corridor, as such findings might be helpful as the township begins work on a new Comprehensive Plan.

**Community Day**

Al recommended that all groups going on interviews invite EGT businesses to Community Day on June 23<sup>rd</sup> in East Goshen Park. The CDC then asked what the township was doing to promote Community Day and whether the township had any fliers that the CDC could give to businesses. Jon said that he would speak with Frank Vattilano regarding the township’s marketing strategy

and would report back to the commission regarding fliers as soon as possible. Jon also promised to harness social media to market Community Day.

**Public Comment**

P.J. Viloski, a township resident who is starting up a new small business, asked whether the CDC was a member of the Chester County Chamber of Commerce. Al replied that the CDC hoped to join the Chamber as part of its work in Phase II.

**Adjournment**

There being no further business, the meeting was adjourned at 8:00pm.

Jon Altshul  
Treasurer/Chief Financial Officer