

COMMERCE DEVELOPMENT COMMISSION
Meeting: July 16, 2012 Exec Conference Room 7:00pm

AGENDA:

Call to Order
Pledge of Allegiance / Moment of Silence
Acceptance of June 18, 2012 Minutes

I. OLD BUSINESS: Revisited

BOS Liaison's Report - Community Day & Fireworks Event: June 23, 2012: Marty Shane

A. Committee Team Reports:

1. ADVISORY CMTE - Commercial zones, Retail/Offices: Vince Lord

Visitations/contacts made:

Pepper Mill Restaurant	Bob Wagner's Flooring America
Swiss Farms	J&A Gourmet
WaWa Store	Cakes & Candies by Maryellen
M&T Bank	John's Bicycle Shop
Conway Lawn Mower/Equipment	Yocum Shutters, Blinds & Flooring
Matlack Florist	Wiggins Auto Tags, Inc
DeVacchio Nursery	Ultimate Patio Furniture

Goshen Village Shopping Center:-

Mythos Restaurant, UPS Store, Dream Diners, Athena Pizza,
Leslie's Swim Pool Supplies, Tae Kwon Do Martial Arts

Village Square Center Shops:-

*(via Woolridge of PA landlord)

Invitees onto Advisory Cmte:

*Ed McFalls, VP Woolridge of PA

*balance to be determined

2. ADVISORY CMTE - Industrial-c/BP zones: Don Zembruski

Visitations/contacts made:

*Advanced Staging Productions	QVC
*C.T.D.I. (4 facilities in GCP)	MARS Drinks, Inc
*Tecniplast USA	*Comcast (2 facilities)
*Acero Precision Instruments	*ZEKS Compr Air Solutions,
Westcode, Inc	div/Ingersoll Rand
*PALCS (2+ facilities)	Lubker Distribution
Kantar Media (2 facilities in GCP)	Synthes USA

b. Invitees onto Advisory Cmte:

- *Steve Wildermann, Pres - Advanced Staging Productions
- *Conrad Olie, Dir of Admin & HR - CTDI
- *Dr Jim Hanak, CEO - PA Leadership Charter Schools
- *Marco Carrara, Pres & CEO - Tecniplast USA
- *Barbara Battle, Manager of Facilities (all Area) - Comcast
- *Michael Fitzgerald, Pres & CEO - Acero Precision Instr
- *Bob Fisher, GM - ZEKS Div/ Ingersoll Rand
- *balance to be determined

Comments & Assessments

B. Updating of Township Contact Lists: company names, contacts names & titles, contact phone nos -

- *Discuss Vince's Retail/Office Contacts Listings and need for email addresses?

C. Phase1 Conclusion, and Mid-Year 2012 Interim Report to BOS

- *Findings: EGT businesses at the 6 month Interim Report stage

II. NEW BUSINESS:

- >Comments from Jon Altshul, CFO re: 2013 Budget & CDC input
- >Comments from John Theilacker - Brandywine Conservancy & Steve Kehs - TRIAD re Twp/PC Comprehensive Plan (how CDC affected)

PHASE 2:

On-Going with medium to long & very long term - Discussions

Consists of:

- > Invitations to key businesses onto CDC's 2 Advisory Cmtes for Lunch?/Symposiums
- > Follow-up meetings for their key input, ideas & suggestions for improvement of the certain commercial districts within their sphere of influence & expertise
- > Input from key Landlords (re: C and I/BP zone leases)
- > CDC membership integration directly into commerce & development via membership into CofC's? or CCIIC for their assistance & input (incl marketing of empty bldgs) within our C/I-zones.
- >Updating of Township Contact Lists: continues to be Work in Progress. Aiming for C/I Business Directory to help knit us into a closer community.

Additional Business / Other

- >Issue of face/face Visits to advise Retail Stores of ChesCo Vets Discount card
- >Parameters for face/face visits contacting EGT businesses: Pros/Cons

Public Comment, etc.

Next Scheduled Meeting: Monday, August 20 @ 7:00pm

Adjournment

**EAST GOSHEN TOWNSHIP
COMMERCE DEVELOPMENT COMMISSION
June 18, 2012 – 7:00pm
Minutes (DRAFT)**

Present: Chairman Al Zuccarello, Vice Chairman Donald Zembruski, and members Vincent Lord, Daniel Callahan, Bob Madonna, John Stipe, Supervisor Marty Shane, Board of Supervisors Chairman Senya Isayeff and Chief Financial Officer Jon Altshul.

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 May 21, 2012

The CDC reviewed and corrected the draft minutes of May 21, 2012. Al said the minutes would stand approved as corrected.

Senya Isayeff Thanks CDC

Senya thanked the CDC members for their hard work and indicated that he has had very positive feedback about the group's work from the local business community.

Update on Visitations

Retail/Commercial Subcommittee

John Stipe reported on meetings with a number of retail businesses, including Peppermill, Swiss Farms and the UPS Store. Overall, these businesses have positive things to say about the township, although some concerns were raised. For instance, Peppermill would like to renovate over the next several years, but faces zoning restrictions due to its location in a historic district. Swiss Farms expressed concern that zoning restrictions in the historic district had prevented it from having a red roof, consistent with other Swiss Farm stores. Marty noted that it would be difficult for the Board of Supervisors to substantially loosen the zoning restrictions in the historic district.

Al also noted that the owner of the UPS Store had raised concerns that the township's sign ordinance had prevented him from having the UPS logo above the entrance. Al noted that the Planning Commission was currently reworking the sign ordinance. In addition, the UPS Store owner suggested that if the township allowed the sale of alcohol, it might help establish an anchor restaurant in the Goshen Village Shopping Center that would benefit all businesses there. The group discussed the township's alcohol policy and agreed that the policy might require re-examination in the future. The group also discussed ideal spots for signage in Goshen Village Shopping Center, and observed that many passers-by may not know what businesses are located there.

Industrial/Manufacturing Subcommittee

Don and Al discussed their visits with a number of industrial/manufacturing businesses. Generally, these businesses also have positive things to say about the township, although the group reported some difficulty in getting access to a handful of larger businesses. In addition to

general concerns about the township's sign ordinance, a couple more specific concerns were raised during these visitations. ZEKS Compressed Air Solutions noted that it is having difficulty finding skilled welders and computer technicians in the area. Marty noted that the Chester County Intermediate Unit has identified these occupations as high needs and is making efforts to train more young people in these areas. Concerns were also raised about traffic back-ups during the afternoon rush hour on Boot Road. The group discussed whether the road could be widened to help improve back-ups. Marty noted that an oil pipeline flows under Boot Road, which would complicate a road improvement project there. However, he observed that PennDOT usually responds positively to multiple jurisdictions and entities working together, so to the extent that East Goshen were to seek state funding for such a project, it should do so together with West Goshen and the local business community.

Update on Advisory Committee

The CDC has identified at least 15 local businesses executives that it will invite to be part of its Advisory Committee.

Adjournment

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

Jon Altshul
Treasurer/Chief Financial Officer



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TRIAD
ASSOCIATES

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Pennsylvania 309 W. Glenside Avenue, Glenside, PA 19038 P 215.576.1950 F 215.576.1940

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WORK PROGRAM
EAST GOSHEN TOWNSHIP COMPREHENSIVE PLAN UPDATE
Economic Development Element

The following outline describes the work to be performed by Triad Associates in partnership with The Brandywine Conservancy's Environmental Management Center in updating the Comprehensive Plan for East Goshen Township, Chester County.

Triad Associates will assist in developing an Economic Conditions Analysis and Economic Policy Element of the East Goshen Township Comprehensive Plan in three phases (I-III) as follows.

- I. Preparing the Economic Conditions Analysis. Triad will work with the Township's Commerce Committee, Planning Commission, and other stakeholders to be defined by the Township to assess the current trends and economic conditions in the community. This will include:
 - A. A review of municipal and regional economic characteristics;
 - B. An overview of:
 - Income
 - Labor Force Characteristics
 - Business Patterns that describe the composition of the local and regional economies
 - Market Trends and Conditions
 - Sites and Locations of Vacant or Underutilized Commercial and Industrial Space
 - Economic Strengths and Weaknesses
- II. Defining Economic Development Goals and Objectives. In coordination with the East Goshen Commerce Committee, the Township Planning Commission, and The Environmental Management Center, Triad will prepare a series of Economic Development Goals and Objectives for the Comprehensive Plan that are compatible with the overall land use goals for the Township. The existing Comprehensive Plan will be examined for its compatibility with current and anticipated economic conditions and trends.
- III. Implementation Outline. Within the context of the overall Comprehensive Plan Update, Triad will prepare an Implementation Outline that defines some of the next steps and key initiatives that the Township should undertake to implement the goals and objectives it defines for the development and redevelopment of the community.

Deliverables

In coordination with the East Goshen Comprehensive Plan Update, Triad will provide the following:

1. An overview of Economic Conditions that includes:
 - A Narrative of Conditions
 - A GIS Map (compatible with Township and County Mapping) that illustrates key vacant and underutilized commercial and industrial properties

2. A Summary of Economic Development Goals and Objectives that provides both a written narrative and a GIS Map illustrating locations where the Township wishes to focus its economic land use and other commercial development activity.
3. An Implementation Outline that provides:
 - Key Economic Development and Redevelopment Priorities
 - Next Steps
 - Generalized Resource and Funding Matrix
4. Attendance at a maximum of four (4) municipal meetings to be determined in coordination with the Township and the Brandywine Conservancy Environmental Management Center

Fee Structure and Staff Assignments

TASK	STAFF ASSIGNMENT	ESTIMATED COST
Initial Meeting with the Township/Commerce Committee	Stephen Kehs	\$450.00
Development of Draft Economic Conditions Analysis	Stephen Kehs; Christine Fassman; Shane Godshall	\$3,000.00
2 nd Meeting with Township/Commerce Committee	Stephen Kehs	\$300.00
Draft Economic Development Goals and Objectives	Stephen Kehs, Shane Godshall	\$1,650.00
3 rd Meeting with Township/Commerce Committee	Stephen Kehs	\$450.00
Implementation Outline and Narrative	Stephen Kehs	\$1,150.00
Final Meeting with Township/Commerce Committee	Stephen Kehs	\$500.00
TOTAL FEE		\$7,500.00

This fee is inclusive of all travel, materials, production expenses and other overhead and ancillary costs necessary to provide the deliverables as defined in this work program.

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ASSOCIATES



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June 22, 2012

Mr. John E. Thellacker
Associate Director
Municipal Assistance Program
Environmental Management Center
Brandywine Conservancy
P.O. Box 141
Chadds Ford, PA. 19317


Dear Mr. Thellacker,

We are pleased and excited to be part of your planning team to assist East Goshen Township with its comprehensive plan update. As you know, Triad Associates has many years of economic development and strategic planning experience. In particular, we specialize in helping communities realize their planning goals through a well defined outline of implementation resources. In the 34 years of our firm's history we have secured more than \$700 million dollars in funding for our clients to address a wide range of program and project needs.

We also appreciate the fact that a good economic development agenda must be constructed within the context of a broader community planning process. Creating jobs and developing new businesses are only part of what constitutes a good quality of life. Defining economic opportunities in East Goshen Township will mean exploring redevelopment, reuse, and other possibilities for expanding the local economy while recognizing the unique community characteristics and range of planning goals that residents and stakeholders would like to address.

Thank you for this opportunity. We look forward to meeting with you and Township officials to discuss next steps and initiating the planning process.

Sincerely yours,



Gerard Velazquez, III
President & CEO

cc. Stephen Kehs, Vice President, Triad Associates
John Snook, Senior Advisor, Brandywine Conservancy

JVIII/sk

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BACKGROUND OF COMPANY

Triad Associates was founded in 1978 by the company's Chairman, Michael Zumpino. Originally created as a grant writing firm, Triad has grown to encompass a full range of community, economic development, redevelopment and strategic planning services. Over the course of its 34 year history, the company has secured more than \$700 million dollars in grants and project financing for its clients.

Triad's staff of more than 20 full and part time professionals and associates has worked with over 150 clients in the public and private sectors. This client base is centered in the greater Pennsylvania and New Jersey region, but the firm's services have extended to represent clients in New England and the U.S. Virgin Islands.

The headquarters of Triad Associates is located at 1301 W. Forest Grove Road in Vineland, New Jersey with a branch office located in Glenside, Pennsylvania.

ECONOMIC DEVELOPMENT SERVICES

One of the strengths that Triad Associates can bring to an economic development project is its team's professional disciplines. This means that grant applications and their associated economic development projects are well grounded in what is possible and achievable. The staff is well versed in the funding, resources and partnerships needed to make things happen. Toward this end, all of Triad's strategic development projects contain an implementation Matrix that identifies the funding sources, programs, prospective partners, and other assistance necessary to advance the project.

The firm also brings considerable experience in collaborative strategic planning that involves a range of stakeholders and public/private perspectives. In almost every major grant application or public sector initiative there are multiple individuals, groups and organizations that need to be engaged in the development of the grant or the project identification process from the start. This is critically important. Triad Associates works closely with its clients to make sure the appropriate stakeholder involvement occurs and that resulting projects are well vetted and supported.

Over the years, the company has worked with a number of public and private sector clients on a wide range of successful grant and other economic development initiatives. Some examples and brief descriptions follow.

- Western Chester County Economic Development Strategy. Working through Caln Township as the lead municipality, Triad worked with municipalities in the Coatesville School District to prepare an economic development strategy for the region. This strategy resulted in the

identification of key projects and priorities to create jobs and enhance the quality of life in that region.

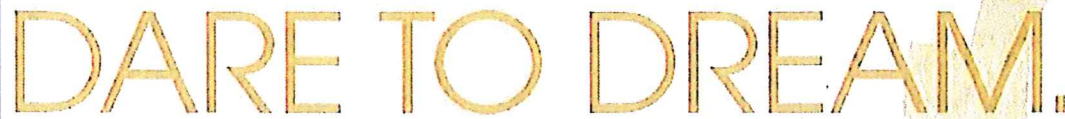
- TIGER 3: Delaware River Transportation Project. Through the offices of the South Jersey Port Corporation, Salem County and Conrail, Triad secured \$18.5 million dollars in TIGER 3 funding from U.S. DOT to assist the project sponsors in upgrading and repairing rail/port infrastructure in a four county, bi-state region. This will result in over 157 Million Dollars in public and private investment at three Delaware River Ports, the DelAir Bridge and track service improvements.
- Lower Pottsgrove Township Corridor Strategy. Triad prepared a strategic plan for the revitalization of the U.S. Route 422 Business Corridor, the principal commercial artery that runs through Lower Pottsgrove Township, Montgomery County. This strategy enabled the Township to secure a range of funds to begin the process of corridor beautification and business development.
- Camden and Gloucester Counties Comprehensive Economic Development Strategies. These documents assessed needs in a county/regional context and outlined the counties' respective development projects, particularly with an eye toward Federal EDA funding eligibility. This CEDS Plan resulted in millions of dollars in funding for Camden, Paulsboro, Pennsauken, Glassboro, and other municipalities. Triad is currently working with Respond, Inc. to prepare a second EDA funding application to expand its New Worker Training Center.
- Cumberland County Empowerment Zone Grant Application and Designation. In 1998, Triad assisted Cumberland County government and four participating municipalities secure Round II Federal Empowerment Zone Designation, which resulted in the County receiving over \$23 million dollars in grant funding and \$120 million in bonding and other benefits. The application and strategic plan were judged to be the 4th best submission nationally, out of more than 120 applicants. Only 15 urban communities out of the 120 proposals received Round II designation. Subsequently, Triad has worked with the CEZ Corporation to update its strategic plan on two occasions and has worked with the CEZC on many grant applications.
- Morrisville, PA First Ward Plan. Triad worked with the Bucks County Housing Group to develop a plan for the First Ward in Morrisville, which encompassed the business district of this small community located on the Delaware River.
- Woodbine Airport Eco-Business Park. Working with the Borough of Woodbine, NJ DEP and the NJ Pinelands Commission, Triad secured funding for airport infrastructure, and other facilities to support new private investment and development at the Woodbine Business Park.
- Franklin Township Business Park. In concert with Franklin Township and a private developer, Triad worked to secure U.S. EDA grant funding of \$1.5 Million Dollars to construct the needed infrastructure at the business park.

- Workforce Development Strategies. Through the direction of the Cumberland-Salem Workforce Investment Board, Triad Associates prepared a program application to the NJ Department of Labor and Workforce Development for a “Workforce Investment Now” or WIN Initiative that enabled the WIB to invest in proactive outreach and training programs for local businesses. This model was also adapted for the Burlington County WIB through a contractual arrangement for strategic planning with Triad.
- Business Planning. Triad is currently engaged with a family owned company, which is a large manufacturer of African American and Afro-Caribbean hair and cosmetic products to assemble a strategic business plan and explore business expansion opportunities.
- Respond, Inc. Employment and Training Facility. Triad worked with Respond, Inc. a Camden based non-profit organization to secure funding to expand its employment and job training facility in Camden including culinary and automotive education.
- Virgin Islands Port Authority. Company officials worked closely with the Virgin Islands Port Authority to assess the market and economic feasibility to expand infrastructure and finance needed dockside and bulk heading in St. Thomas, one of the major ports in the territory. In addition, an economic impact of the disastrous hurricane on St. Croix with a resulting award of a multi-million dollar grant to develop an industrial park near the airport.

SUMMARY

Triad’s diverse experience with grant writing, economic and community development, neighborhood and community development, and plan implementation makes it uniquely qualified to assist a range of clients with their economic development needs. Our collaborative and comprehensive approach means that the final funding strategy will be one that can be embraced by a range of key stakeholders and one that will serve the organization’s needs for many years to come.

Triad Associates
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DARE TO DREAM.

We believe, in fact, we know, that to thrive every community must embrace change in a positive way. That's our job-to help communities dream and grow.

Working alongside each community, we provide the step by step support to achieve success. From strategic planning to grant writing. From market and economic feasibility studies to real estate acquisition and relocation services to development finance and management.

We work with over 120 public, private and nonprofit development clients in New Jersey, Pennsylvania, Vermont, Massachusetts, New York, Connecticut, Delaware, Maryland, Virginia and the Virgin Islands. The communities we work with can measure their success through:

-  **Development of neighborhood strategies that brought the community together**
-  **Reduction in crime and violence by building coalitions between the community and law enforcement**
-  **Growth of new facilities from riverfront recreation to senior citizen centers**
-  **Revitalization and rebirth of mixed-use business districts**
-  **Redevelopment of distressed areas**

COMMUNITIES ARE REALLY ALL ABOUT PEOPLE.

Our work is about empowering people—residents, merchants, industry officials, faith-based organizations, local advocates, and other stakeholders interested in a community's future. Each engagement for the Triad Team is about reaching consensus, defining opportunities and choosing the strategies to realize those opportunities. We believe in a consensus-driven process that lets funding agencies know how they can play a part in realizing a community's vision.



We enhance environments, keeping in mind that the goal is always to grow a stronger community—to create a better life for its citizens. This work includes development and redevelopment in many different settings such as:

- Business and Industrial campuses
- Urban Enterprise/Federal Empowerment Zones
- Downtown business districts
- Neighborhoods
- Brownfields
- Affordable housing
- Parks and recreation

we grow

TURNING THE VISION INTO REALITY.

There are many different aspects of support a community needs as it embraces revitalization and redevelopment. The Triad team works in partnership to promote thriving communities:

Understand citizens' needs

- Quantitative and qualitative surveys
- Community meetings
- Coalition building
- Strategic planning
- Market/economic feasibility studies
- Faith-based planning
- Economic impact analyses
- Housing analyses

Determine the best ways to satisfy those needs and exceed citizens' expectations

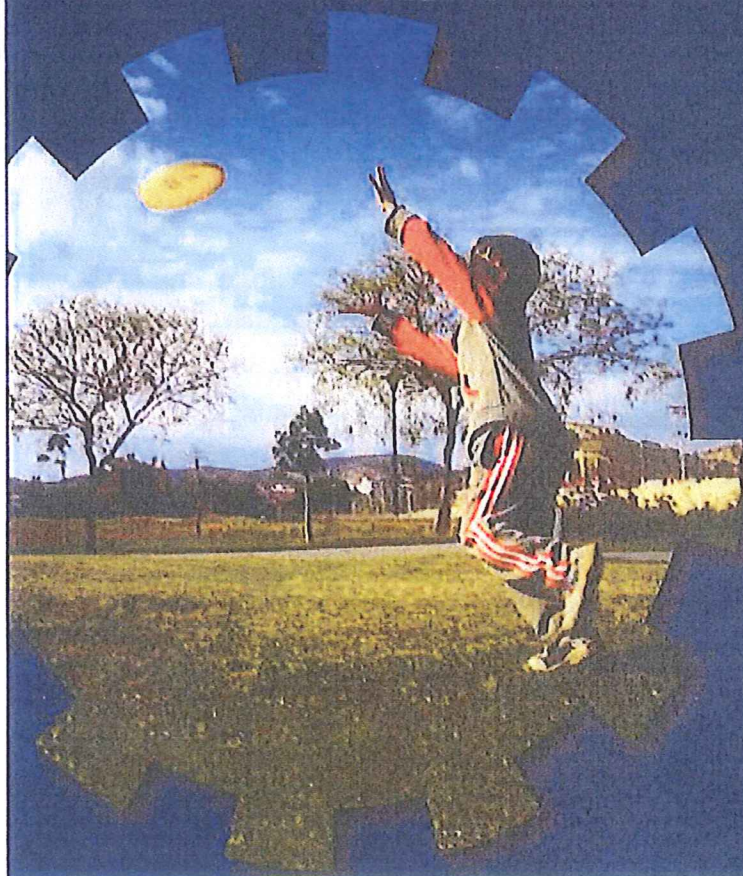
- Community development
- HUD consolidated plans
- Neighborhood revitalization
- Affordable housing strategies
- Strategic planning

Uncover funding opportunities and obtain commitments

- Public/private partnerships
- Grant writing
- Development financing
- Project and funding matrices

Plan and implement solutions

- Neighborhood revitalization/reinvestment
- Brownfields redevelopment
- Greyfields redevelopment
- Workforce housing
- COAH compliance/affordable housing
- Relocation/property acquisition
- Real Estate development and management



OUR TEAM KNOWS WHAT IT TAKES.

Our multi-disciplined professional team maps out solutions based on the best thinking and best practices gained from decades of experience. We apply a "practitioner's perspective" to the strategic planning process which means our solutions aren't "pie in the sky." Instead they are tested, community endorsed, realistic, market driven, economically feasible, and attainable in the near and mid term.

The professionals on our team have impressive credentials and are respected as leaders in their field. They have the experience and expertise in creating successful strategies that are translated into actions. This experience, as represented by the titles below, is what helps our clients achieve their goals.

- Regional Director of US Department of Commerce
- Director of Planning and Development
- Executive Director of Cumberland County Empowerment Zone
- Regional Manager of Economic Development

Together, we form a strong team that offers our clients skills:

- Grant writers and administrators
- Community and economic developers
- COAH and relocation specialists
- Strategic and urban planners
- Economic and market professionals
- Affordable housing development experts
- Real estate development consultants

ROLLUP YOUR SLEEVES AND LET US GET TO WORK.

We have so much experience, expertise and history of successful projects that we bring to each new opportunity. Let us put all of that energy, diligence and knowledge to work for you.

Call Mike Zumpino at 215.576.1950 or Jerry Velezquez at 856.880.8580 or visit our website at www.triadincorporated.com to find out more about how we can work with you to create positive change in your community.

communities

