

COMMERCE DEVELOPMENT COMMISSION

Meeting: August 20, 2012 Exec Conference Room 7:00pm

AGENDA:

Call to Order: 7:00pm

Pledge of Allegiance / Moment of Silence

Acceptance of July 16th Minutes

Guest: Jim Wagner - Broker/Owner of RE/MAX Action Associates for Caln Twp

I. OLD BUSINESS:

A. Committee Team Reports:

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

Notifications & commitments: 12 R/O businesses within C-zone for September 27th breakfast meeting and symposium @ HMGC

*Initial List with specific input from earlier visitations:

Peppermill Restaurant, The UPS Store, Oriental Pearl, Leslie's Pool Supplies, Master P's Tae Kwon Do, Bob Wagner's Flooring Amer, Candies & Cakes by Maryellen, Elite Ice Training Center, Yocum Shutters & Blinds, Francis Automotive Automotive, Camp K9 @ Wiggins, and Ed McFalls for Village Square Shops. That's a total of 12 significant businesses covering the Twp historic & town square area (Goshen Village Shop Center), and sensitive Milltown Stores / Rte 3 district. . These are distinct areas needing most focus and input than most of the stand-alone stores & offices (inclusion next time). Can revert to earlier listees as reserve replacements.

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

Notifications & commitments: 9 corporate representatives of I-B/P zone for October's lunch meeting and symposium @ HMGC

*Initial List of invitees will probably follow just 2-3 weeks later:

Acero Precision Instruments, Advanced Staging Prods, C.T.D.I., PA Leadership Charter School, QVC, Tecniplast USA, Comcast, MARS Drinks, and ZEKS/div Ingersoll Rand look good. Will also try for Kantar, Synthes USA, and Westcode to join. Sure we'll need some in reserve.

Comments & Assessments from both Teams re:

- > Q's for the Advisory Committee invitees for their input, ideas, suggestions for business districts they occupy
- > Determine time & Meeting structure, needs from Twp, staff, etc.
- > Input from Key Landlords (re: C and I/BP zone leases)

B. Updating of the CDC's Twp Contact Lists: Jon A will supply new format Contact List

II. NEW BUSINESS:

A. Budget 2013 items for discussion & approval (suggestions to Don's list welcome):

- Salary for meeting scribe
- Biannual Advisory Board industrial/commercial meetings
- Website design, production and hosting for East Goshen's CDC online Business Directory
- Design, production and printing of East Goshen's CDC Business Print Brochure Directory
- Business cards, stationary, attire
- Contingency allocation for special projects
- Postage for mailings
- Membership dues for?

B. Response from Brandywine Conservancy (John Theilacker) & Triad Assocs (Steve Kehs) re: EGT & PC Comprehensive Plan Update (acknowledging troubled C-zone shopping areas, how approached, and recommendations to Twp & CDC)

Public Comment, etc.

Next Scheduled Meeting: Monday, September 10 @ 7:00pm
Adjournment

**EAST GOSHEN TOWNSHIP
COMMERCE DEVELOPMENT COMMISSION
July 16, 2012 – 7:00pm
Minutes (DRAFT)**

Present: Chairman Al Zuccarello, Vice Chairman Donald Zembruski, and members Vincent Lord, John Stipe, Supervisor Marty Shane, Chief Financial Officer Jon Altshul, and Mark Gordon, Zoning Officer, were present. John Theilacker, from Brandywine Conservancy, and Stephen Kehs, from Triad Associates, were also present.

Call to Order/ Pledge of Allegiance/Moment of Silence

Al Zuccarello called the meeting to order at 7:00pm. Jon 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 approved the draft minutes of June 18, 2012.

Comprehensive Plan

John Theilacker provided an overview of the work that Brandywine Conservancy will be doing on the Township's Comprehensive Plan. While noting that the Comprehensive Plan would draw on some of the work from the township's 2005 plan, he explained that the new plan would involve a sustainable communities assessment that measures the extent to which existing Township ordinances are policies promote environmentally sustainable practices. This work would involve the creation of a sustainability task force and a "visioning" process, whereby residents would be asked to envision what the township should look like in 20 to 30 years.

Steve Kehs then explained how Triad Associates would be assisting the Brandywine Conservancy with a economic development piece that will be part of the new Comprehensive Plan. This work would consist of creating an inventory or database of existing businesses and determining business needs and where the "gaps" are in the township's various businesses—i.e. for what types of goods and services do Township residence need to leave the township in order to obtain. Triad's work will hopefully result in a roadmap for how the Township can realize its long-term economic development goals.

CDC members indicated that they would be willing to assist John and Steve with their work. They also stressed to John and Steve that the two areas that most need redevelopment or general improvements are along the Route 3 corridor and in the Goshen Village Shopping Center. Jon Altshul agreed to send a copy of the CDC's Phase I report to John and Steve.

Update on Retail/Commercial Subcommittee

Vince has developed a spreadsheet showing contact information for all retail/commercial businesses in the township, although it is still missing the names/contacts of a number of business owners. The CDC requested that Jon ask Rick Smith to fill out as many blank cells as possible.

The group discussed how to improve the business climate at the Goshen Village Shopping Plaza at length.

Advisory Committee

Marty suggested that the CDC aim for mid-October at the latest to convene its advisory committee meetings. Al indicated that he was interested in hosting the event at Hershey's Mill, although there was some discussion of hosting the first meeting at the Township building. Marty suggested that the group finalize an invitation letter to businesses at its August meeting, so that that schedule could get met. Marty also suggested that the CDC set an agenda so that businesses could be prepared to make constructive suggestions. Marty indicated that it was likely that members of the Board of Supervisors would likely attend the advisory committee events, but that CDC would be hosting them, and that they were CDC's ultimate responsibility.

Recommendations to Board of Supervisors

Marty stressed that it was important that the Board of Supervisors receive specific recommendations from the CDC on steps that it should take to improve the business climate in the Township by around Thanksgiving. There was lengthy discussion about how CDC's work could be leveraged to make such recommendations.

Budget

Jon reviewed the budget process for 2013 and indicated that he hopes to receive CDC's budget request by August 24th so that it can be included in the preliminary budget to the Board on September 4. He stressed that the Board cannot simply appropriate money for unspecified activities, but that the CDC needed to develop a plan and strategy for 2013. He also suggested that CDC develop a number of performance measures or concrete goals for next year. Don asked if Jon could provide the CDC members with a sense of how much it would cost for the Web designer to develop a business database/directory on our website and Jon agreed to send the CDC a copy of a recent invoice. The CDC plans to discuss the budget in more detail at its August meeting.

CDC Membership

The CDC acknowledged Bob Madonna's resignation and discussed whether to stay at five people or expand up to seven. There was general agreement to remain at five members for now and consider expanding at a later date. Marty and Jon noted that it would probably take 2-3 months before a new member was officially added after the CDC made a decision.

Recorder of Deeds Veteran's Program

John Stipe made a motion for township staff to send a copy of Rick Loughery's letter regarding a new veteran's discount program to retail businesses in the Township without any additional correspondence and for the postage and stationary costs to be charged back to CDC. There were no official dissents, although Al asked that the record show that he felt the CDC should not be charged for the expense.

Adjournment

There being no further business, the meeting was adjourned at 9:42pm.

Jon Altshul
Treasurer/Chief Financial Officer