

**Memo**  
**East Goshen Township**  
**1580 Paoli Pike**  
**West Chester, PA 19380**

Voice 610-692-7171

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E-mail [rsmith@eastgoshen.org](mailto:rsmith@eastgoshen.org)

Date: January 8, 2013  
To: Board of Supervisors  
Commerce Development Commission  
Conservancy Board  
Historic Commission  
Municipal Authority  
Planning Commission  
Park and Recreation Commission  
Deer Management Committee  
From: Rick Smith, Township Manager  
Re: 2013 Planning Session  
Saturday, January 12, 2013

**There has been a change in the meeting time for the Annual Planning Session Meeting on Saturday, January 12, 2013. The session will now start at 9:00 am.**

In addition upon reviewing the file from last year's session I came across my memo of February 24, 2012 in which the Board prioritized each ABC's goals for 2012. I recognize that it is short notice but perhaps the presenter for each ABC could compare what was accomplished to the February memo and provide a brief verbal summary (5 minutes) as part of their presentation on Saturday.

At the Planning Session a representative from each ABC is expected to outline their respective ABC's Goals for 2013. The agenda will be as follows:

9:05 am	Coffee/Donuts
9:25 am	Conservancy Board
9:45 am	Historic Commission
10:05 am	Municipal Authority
10:25 am	Park and Recreation Commission
10:45 am	Planning Commission
11:05 am	Deer Management Committee
11:25 am	Commerce Development Commission
11:45 am	Board of Supervisors Recap

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E-mail [rsmith@eastgoshen.org](mailto:rsmith@eastgoshen.org)

Date: February 24, 2012

To: ABCs

From: Rick Smith, Township Manager

Re: ABC Goals in Priority Order

The following goals were outlined by each ABC at the 2012 Planning Session. The Board of Supervisors prioritized them with the results shown below. The Board requests that the ABCs please provide 4 month updates on their progress three times a year beginning April 30.

**Conservancy Board**

1. Continue looking for ways to increase recycling in the Township.
2. Continue control of invasive plants species in Township wetlands, while leveraging past work with the Park & Recreation and Public Works Department on reforestation, understory and meadows efforts in Applebrook Park.
3. Increase the riparian buffer plantings throughout the Township and continue monitoring new PA state law for impacts on the Township's riparian buffer ordinance.
4. Assist the Township with implementing grants received in support of recommendations for the Stewardship Assessment by Natural Lands Trust Center for Conservation Landowners.
5. Continue education of residents on good environmental practices through articles in the Township Newsletter.
6. Create environmental education for residence around storm water control, such as rain gardens and rain barrels.

**Historical Commission**

1. Continue the archiving of artifacts/reproduction items in Blacksmith Shop and Plank House.
2. Complete a brochure on "Battle of the Clouds" and include within the brochure a "Call for Papers on the Battle of the Clouds"
2. Hold another Civil War Living History Day in June.

3. Get Facebook Page on-line.
4. Advertising of programs and activities
4. Increase the number of volunteers for programs and events
5. Update existing signage at Plank House and Blacksmith Shop.
6. Hold a second History Program in a Lecture Format in the fall.
7. Plant "Spring Garden" and develop a book of recipes for garden herbs.
8. Install new podium sign for advertising in Historic Goshenville.

**Municipal Authority**

1. Implement I & I Plan
2. Projects
  - Lockwood
    - Bid
    - Pipe Installation
    - Abandon Plant
  - Marydell Pump Station
    - Design/Permit
    - Bid
    - Pipe Installation
  - Hershey Mill Pump station
    - Design/Permit
    - Bid
    - Pipe Installation
  - Reserve Pump station
    - Design/Permit
    - Bid
    - Pipe Installation
    - Abandon Pump Station
3. Submit an article for each newsletter.
  - Need by 5/9/12
  - Need by 8/8/12
  - Need by 11/14/12
  - February 2013

3. Respond to capacity requests in 45 days or less.
4. Open House at the RCSTP 2012 after grass is fully established.

5. Conduct a sewer facilities tour after RCSTP construction is complete.
5. Attend West Goshen Meetings quarterly – more often if needed.
  - 1<sup>st</sup> Quarter (March)
  - 2<sup>nd</sup> Quarter (June)
  - 3<sup>rd</sup> Quarter (September)
  - 4<sup>th</sup> Quarter (December)

### **Park and Recreation**

1. Consider extending the Summer Camp from half days to full days.
2. Work with scout who will be installing a chin up station in East Goshen Park.
3. Work with Conservancy and Historical Commission Boards in providing summer camp participants with educational opportunities in summer 2012.
4. Working with the Farmers Market to develop a walking and nutrition program

### **Planning Commission**

1. Review the Township Zoning Ordinance by Article. Amend where necessary and make recommendations for adjustments to current and/or projected conditions.
2. Continue the commitment to working with new Applicants in a supportive, unbiased manner ensuring that development within the township adheres to the township ordinances, furthers the goals of the comprehensive plan and contributes to the quality of life for East Goshen Township residents.
3. Arrange for an educational meeting(s) with a Township Zoning Hearing Board member and/or legal consultant to proactively review future concerns and refresh communications.(Topic to be determined )
4. Initiate preliminary discussion(s) of Comprehensive Plan Update
5. Encourage board members to enroll in continuing education courses offered by Chester County 2020.
6. Review and strengthen Planning Commission knowledge of Special Exception zoning applications.
7. Schedule Planning Commission self-evaluation discussions. (Timing, frequency and purpose to be determined by commission)

# Conservancy Board

## Mission Statement

Protect and nurture East Goshen's natural resources and educate East Goshen citizens of their importance.

## Accomplishments for 2012

1. **Planted over 100 trees and small plants to increase the riparian buffer in the Supplee Valley Preserve.**
2. **Protected previous planting in the reforested area of Applebrook Park with fencing to deter wildlife from destroying the plants.**
3. Officially named the reforested area in Applebrook Park to be called Clymer's Woods after the founding father George Clymer who lived in close proximity to the park.
4. Worked with Mark Miller to have signs installed in Clymer's Woods identifying the area, as well as restoring other informational signs at various township open space locations.
5. **Worked with the Park and Recreational Board to have more recycling containers in both East Goshen Township Park and Applebrook Park. This was approved at the end of the year, and Mark Miller's crew will be installing around 15 new bins soon.**
6. **Worked with Rick Smith to have proper recycling containers placed in all rooms of the East Goshen Township building so that all reusable materials could be recycled.**
7. Our board members volunteered at other ABC events – including the Historical Society's Living History Day, the Township Community Day, and Keep East Goshen Beautiful Day.
8. **Continued invasive species control for Township open spaces by Blacksmith Shop and in the Supplee Valley Preserve.**
9. **Submitted articles to Township quarterly newsletter – (Article on Bats, Article on the Emerald Ash Borer, Article on Forested Riparian Buffers, and an Article detailing Recycling in our township.**
10. Monitored the bat houses and bird nest boxes installed by Public Works in Ashbridge Preserve, Applebrook Park, and Supplee Valley open space.
11. We worked closely with Mark Miller to remove the overgrown and dead trees and plants along East Boot Road (across from Bellingham) – in addition we had The Pennsylvania State University do a soil sample for us of the soil at that location so that we can be better prepared to plant there in the future.
12. We performed various site walks to monitor progress on open space areas of concern such as East Goshen Park, Applebrook Park, and Supplee Valley Preserve. Also participated in site walks for properties with proposed developments planned to review landscape development plans first hand – such as Goshen Meadows.

**\*\*all bolded items in above list were goals the Board of Supervisors wanted us to complete.**

## Goals 2013

1. Increase the riparian buffer plantings throughout the Township and continue monitoring new PA state law for impacts on the Township's riparian buffer ordinance.
2. Continue control of invasive plants species in Township wetlands, while leveraging past work with the park & Recreation and Public Works Department on reforestation, understory and meadows efforts in Applebrook Park.
3. Continue education of residents on good environmental practices through articles in the Township newsletter.
4. Continue to work with all township boards to increase recycling in the Township.
5. Create environmental education for residence around storm water control, such as rain gardens and rain barrels. Specifically look at having rain barrels installed at the East Goshen Township building.
6. Continue implementation of Conservancy Board recommendations for the Stewardship Assessment by National Lands Trust Center for Conservation landowners.
7. Implement a new ordinance for legacy trees, wooded lots, and meadows.
8. Continue the use of volunteers to lessen the burden financially during plantings and the maintenance of those plantings.
9. Work with the Township to protect the chrome serpentine barrens in East Goshen Park.

## Accomplishments: 2012

### The Park Commission:

- Commission members organized and implemented the continuation of the East Goshen Winter Farmers Market.
- Conducted 3 large and safe special events that included Community Day, the Egg Hunt and the Pumpkin Festival that were attended by a total of 10,000 participants.
- Conducted 15 weekly programs that provided diverse activities for age groups from 2 to 80 years.
- Conducted a well organized, safe and educational summer youth camp whose revenues covered cost of summer staff, field trips, supplies and entertainment.
- Provided a training experience for 75 Volunteers of middle school to college age in supervision and interaction, positive behavior reinforcement in a summer camp setting.
- Worked with Applebrook Golf Club to provide residents and their guests to play at an exclusive course
- Worked with athletic leagues to provide fair distribution of field use at East Goshen Park that provided for over 1,000 participants to have a field to play on.
- Made use of over 300 Volunteers of all ages to help conduct special events such as Community Day, Help a Neighbor Day, and summer camp.

**EAST GOSHEN MUNICIPAL AUTHORITY  
2012 ACCOMPLISHMENTS**

• **PROJECTS**

- Ridley Creek Sewage Treatment Plant (RCSTP)
  - Issued Request for Proposal for Plant Operator and hired a new plant operations firm
  - Addressed chemical feed equipment problems affecting plant performance
  - Corrective Action Plan prepared and submitted to PADEP
  - Plant in compliance with NPDES permit in 4<sup>th</sup> Quarter
  - Conducted RCSTP open house/ tours for supervisors and township residents on October 20
- Lockwood Chase Sewage Treatment Plant (LCSTP) Elimination
  - Construction contract executed in March and construction completed and project closed out in September
  - All affected residents are tied into new sewers discharging to RCSTP
  - Site restoration in progress
- Hershey Mill Pump Station (PS) Diversion
  - Design completed for diversion of flows to RCSTP
  - All permits and approvals for construction issued in November.
  - Easements obtained
  - Project is bid-ready except for subsurface investigation
  - Comminutor selected to replace trash rack to address issue of discharge of trash to the PS and maintenance requirements; installation will be conducted by Township forces.
- Reserve PS Elimination
  - Design complete for diversion of flows to RCSTP by gravity sewer
  - PADEP approved the closure plan in November.
  - All permits have been obtained
  - Obtaining of easements underway
- Marydell PS Elimination
  - Design complete for diversion of flows to RCSTP by gravity sewer
  - All permits and easements have been obtained
  - Project bid on December 19; bids due late January 2013.

• **SEWER SYSTEM**

- Completed Corrective Action requirements of December 2008 PADEP Consent Order and Agreement on March 31, 2012 to address to identify and address sewer system inflow/ infiltration (extraneous flows) .
- Program ongoing as pro-active Township infrastructure asset management
- Internal report prepared in October to identify future actions

• **MISCELLANEOUS BOARD ACTIVITIES**

- Board members prepared an article for each Township Newsletter
- Board members attended 11 of 12 monthly West Goshen Municipal Authority meetings to stay abreast of issues potentially impacting East Goshen Municipal Authority.

**JANUARY 2013**  
**EAST GOSHEN MUNICIPAL AUTHORITY GOALS**

ON-GOING

1. Submit an article for each newsletter.
  - a. Need by 2/8/13
  - b. Need by 5/10/13
  - c. Need by 8/2/13
  - d. Need by 11/8/13
  
2. Attend West Goshen Meetings quarterly – more often if needed.
  - a. 1<sup>st</sup> Quarter (March)
  - b. 2<sup>nd</sup> Quarter (June)
  - c. 3<sup>rd</sup> Quarter (September)
  - d. 4<sup>th</sup> Quarter (December)
  
3. Respond to capacity requests in 45 days or less.
  
4. Implement I & I Plan

PROJECTS

1. Lockwood – Final Restoration
  
2. Marydell Pump Station – Construction
  
3. Hershey Mill Pump Station – Construction
  
4. Reserve Pump Station – Construction
  
5. Borrowing – Reimburse Capital Reserve for design and construction funds.

**EAST GOSHEN TOWNSHIP  
PARK & RECREATION COMMISSION  
2013 GOALS**

**GOALS FOR 2013**

1. Develop a marketing plan for East Goshen Park.
2. Expand and enhance East Goshen Farmer's Market
3. Continue to increase revenue opportunities; for example
  - a. ball field signage/sponsorship
  - b. mobile food vendors
  - c. Community events.
4. Develop a Volunteer Brigade Program.
5. Strategically improve communication with residents about programming and community events.
6. Support the installation of the amphitheater in East Goshen Park and develop preliminary programs.
7. Partner with the Conservancy Board and Historical Commission to develop programs of mutual interest
8. Continue to expand and enhance the East Goshen Park tot lot.
9. Partner with the West Chester Garden Club to enhance East Goshen Park.

**LONG TERM GOALS**

1. Identify and participate in educational and training programs that support the Commission's goals and objectives.
2. Continue to review and implement goals in the Township Comprehensive Plan.
3. Research and identify ways to deepen each park visitor's experience of the park. For example:
  - a. Historic
  - b. Horticultural
  - c. Civic
4. Develop a community health and wellness program that addresses the needs of our township's demographics.

# Memorandum

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**Date:** 1/11/2013  
**To:** Board of Supervisors  
**From:** Planning Commission *mlb*  
**Re:** 2012 Planning Commission Report

Dear Board Members,

This report outlines the Planning Commission activity during 2012.

Zoning Variance Applications	6
Special Exception Applications	0
Conditional Use Applications	2
Land Development applications	4
Subdivision Applications	0

The Planning Commission also accomplished all the 2012 goals that were set by the commission to include a thorough review of the Township Zoning Ordinance.

### **Planning Commission Goals 2013**

- 1. Arrange for Pipeline Safety education session in coordination with Township Zoning Officer.*
- 2. Encourage Commission Members to conduct focused discussions regarding future approach and anticipation of Variance requests for older neighborhood developments considering re-development .( as time permits and in conjunction with Comprehensive Plan Task Force.)*
- 3. Conduct one end-of-year Commission self-evaluation session.*
- 4. Consider developing and implementing Solar Energy Regulations that provide appropriate safeguards for screening, stormwater, setbacks, etc...*
- 5. Encourage any new Commission Members to pursue educational opportunities offered by Chester County 2020.*
- 6. Continue the commitment to working with new Applicants in a supportive, unbiased manner ensuring that development within the township adheres to the township ordinances, reflects the goals of the comprehensive plan and contributes to the quality of life for East Goshen Township residents.*
- 7. Finalize Zoning Ordinance Amendment recommendations made to the Board of Supervisors by the Commission as a result of the 2012 Zoning Ordinance review.*

*Respectfully,*

*Susan J. Carty*

## COMMERCE DEVELOPMENT COMMISSION 2012 - Inaugural Year Report to BOS

The idea for the January 2012 creation of the CDC was discussed in September 2011 and part of BOS minutes. By December some neighboring municipalities were following suit. We were visited by Caln Twp's representative chairman for ideas, structure, and tips re formation of their own CDC. Our tag line is simply "We're Here to Help!" (even if President Reagan often quipped: 'if you hear "I'm from the govt, I'm here to help" - run the other way'! :)

**PHILOSOPHY** - In our case, what the CDC can do directly for the businesses' bottom line is very limited, and recognized as such. For the Twp, we are the peddlers and vendors of good will to the Business Community, as well as the salesmen representing the interests of both. Our Business Community provides EGT with significant tax revenue to help pay the bills (our bills) for the services that we all enjoy. We never wish to see them burdened with frivolous requests, nor meaningless and onerous stipulations. Our charge by our BOS is to be their representatives and advocates, to regularly take the pulse of the Business Community - and to discover as a Twp what we are doing particularly well to be of help & service - and what can we do better!

That said, we are of firm belief that usually 'Less is More!' If we aren't positively affecting their bottom line, we can become obtrusive, making ourselves interruptions to their routines or schedules. So we walk the tightrope, as all good sales folk should, being helpful when possible, and especially being un-obtrusive. When it comes to our visitations we significantly prefer to be bearers of good news. We do not compromise their data & contact info for solicitations. These have become our tenets. And THAT keeps the Welcome Mat and their doors open to us. We needed to establish a template or model with which to operate and exemplify what our BOS requested of us - aiding the businesses' profitability as possible, and expanding their beneficial operations as doable. They are EGT's tax base, and help keep real estate & home values up.

We needed our foundation & pillars to be solid from the start, and not to mire ourselves in experiments or theories of what our mission is, and how to execute. If we are neither profitable, nor useful to them, we're not all that necessary and won't be afforded much time. The greatest challenge to our continued working relationship with our business constituents is holding their interest, keeping the lines of communication open - 'Salesmanship Survival 101'. We are acutely mindful of the businesses operating for years, decades, without us - we never want instructions left at switchboards & front desks: 'Am in a meeting', or 'Away from my desk'. We've come from nowhere as a non-existent entity to then finding reasons to maintain acceptance and contact with these businesses - while our most important contributions lay ahead! Overexposure's status of 'persona non grata' is the kiss of death to what we are, and should be doing. We need to be the eyes/ears for the BOS, and be making solid recommendations to them about the state & health of the Business Community. This cannot be accomplished by over-saturation, or intrusion.

### PHASE 1: Transition - the first 5-6 months

CDC was quickly reduced to a planned 7 members through attrition, had a name change, saw staff liaison and secretarial duties shuffled a few times in these initial months of 7 scheduled meetings. CDC membership, after 6 mos of organization, workload consolidation and distribution was then purposely structured into 5 self-reliant, hard working, quick moving producers, with unique personalities and attributes, who bring to the table solid business sense and who know the value of teamwork. We are comprised of full to part-time, and retired business persons to handle the responsibilities of a mostly 'business hours & days' constituency of corporations, retail stores & offices within the Twp. The original CDC members who remained on board, and listed below, along with Marty Shane - Supervisor liaison, have worked tirelessly in behalf of EGT, the BOS, and our communities. They are all respected, and to be commended. They are Dan Callahan, Vince Lord, John Stipe, and vice chairman - Don Zembruski.

The datelines & completions as follows:

January 11, 2012 - CDC formally commissioned & organized to basically help EGT attract & retain businesses, being their advocates, representatives, and facilitators, taking the pulse and climate of this community.

January 23 - first full meeting re: goals defining, clarifications, organization

*January & February -*

- > Visitations with corporate tenants in Goshen Corporate Park and Greater WC Chamber of Commerce re: Iron Hill Bike Race for surveys & permissions for the Race's selected Enterprise Dr track
- > Continuation of organizational goals defining
- > Mission Statement defining, Tag Line creation, and necessary exercise of beginning Updating of the Business Contact List

*March -*

- > Re-notifications and visitations back to GCP's corporate tenants for: Consultations with G WC CofC & GCP tenants re: decision to cancel Bike Races due to challenges & conflicts to the staging areas, and possible ingress/egress for the businesses
- > Meeting with SEPTA, ChesCo PC, Twp staff & Supvs re: SEPTA's Route 92 Bus Route cancellation to GCP & Enterprise Drive

*April -*

- > Formation of 2 ad hoc \*Advisory Cmtes to address distinct C/I zones and businesses as:
  - \*Advisory Committee/Commercial zones: Retail/Offices businesses
  - \*Advisory Committee/Industrial & BP zones: Corporations & Companies
- > Exercises crafting Letters of Introduction, Business Questionnaire and Survey Forms, etc - input from all
- > Updating's of Twp Contacts Listings of C & I/BP zones - ONGOING
  - \*I-BP zones companies and database of contacts, their data/info
  - \*C/I Zones entities, as supplied, were ID'd by trades, reorganized, and reworked especially within the Office & Shopping Centers

(\*Examples - of 120 listed properties: 29 were eliminated as Non/Appl for CDC purposes (Churches, Rectory, elementary schools, 2 Golf Clubs, Apartments, swimming pool, the Twp Bldg, vacant props, demolished New Kent Apts' stores, duplications, etc. Another 17 Office businesses were located within the same 1450 Boot Road building complex. These were then ID'd by specifics as to optician, medical/dental offices, accounting firms, insurance agencies, etc. And 8 retail businesses in the Milltown Stores also ID'd, plus 19 in the Goshen Village Shopping Center.)

*April, May & June -*

- > Visitations to significant numbers of select accounts of both Advisory Cmtes:
  - Progressed toward 80% visitation completion rate of Industrial/BP zones, and eventually 80% of Retail businesses of C-zones for compilation of updated data and the initial State of Commerce report for the business base in the C & I/BP zones - as an interim report to BOS
- > Visited by Caln Twp's new CDC chairman for structuring their system to ours

Additional visits were made to the following retail stores & shopping centers during May-June to interview and invite to the EG's Community Day/Fireworks Event of June 23, 2012:

**COMMERCIAL Zones - Retail/Offices:**

Pepper Mill Restaurant	Bob Wagner's Flooring America
Swiss Farms	J&A Gourmet
WaWa Store	Cakes & Candies by Maryellen
M&T Bank	West Chester Bicycle Shop
Conway Lawn Mower/Equipment	Yocum Shutters, Blinds & Flooring
Matlack Florist	Wiggins Auto Tags, Inc
Mythos Restaurant	Ultimate Patio Furniture
Del Vacchio Nursery	Camp K9 Paradise for Paws

**VILLAGE SQUARE SHOPS @ Hershey's Mill - via their landlord/spokesman**

**GOSHEN VILLAGE SHOPPING CENTER:**

The UPS Store, Oriental Pearl Restaurant, Dream Dinners', Athena Pizza, Leslie's Swimming Pool Supplies, and Tae Kwon Do Martial Arts School

Assessments were made during and from the visitations. Comments were positive towards Twp, supervisors, and staff. Signage issues, especially coming from Goshen Village Shops, Milltown Stores, and Village Square Shops @ HM were expected, and liquor license suggestion for an anchor restaurant in this GVSC were the most interesting early comment in C-zones.

**INDUSTRIAL/BP Zones:**

Visits/contacts were made in January, February, and March re: the Bike Races & cancellation, then Bus Rte 92; these contacts renewed again in late May promoting Community Day Event. They are:

Advanced Staging Productions	QVC, Inc
C.T.D.I. (4 facilities in GCP)	MARS Drinks, Inc
Tecniplast USA	Comcast Cable (2 facilities)
Acero Precision Instruments	ZEKS div/Ingersoll Rand
Westcode, Inc	Lubker Distribution
PA Leadership Charter School (2+ facilities)	Synthes USA
Kantar Media (2 facilities in GCP)	

**PHASE 2: Balance of 2012 (and Ongoing) -**

Planning for both Commercial & Industrial/Business Park zones constituents' \*Business Forums for the necessary assessments of where & how the Twp and CDC could be of further service to business & commerce, and the necessary help of their relaxed and freely-offered input:

\*C-zones Breakfast Forum of September 27 for owners & managers of stores and shops comprising our main shopping districts - and

\*I/BP-zones Luncheon Forum of November 1 for the corporations' principals, chief officers, and top management

Our supervisors & staff attended both functions. The dialogue and input outstanding.

**Comments & Assessments**

Positive!! The initial pulse-taking of our Businesses exit polls speaks to contentment:

1. QVC echoed terrific cooperation over the years with our Twp supvs & staff.
2. PA Leadership Charter School happy, content at the overtures and invitations to participate in Twp events.
3. Comments from Acero Precision Instruments, Tecniplast USA, and ZEKS div/I-R all spoke to shortages of skilled machinists & welders needed to expand their businesses. Supervisor input directed them to sources that should be helpful.
4. ZO helped with misunderstandings at new Camp K9 Paradise for Paws.
5. CDC continues working on Milltown Stores' issues into 2013.

6. CDC assisted Burgess Communications of Goshen Executive Center to rent space to Acero Precision Instruments, earning praise from both entities.
7. Many of the corporate & retail businesses are now networking with each other.
8. Advanced Staging Productions advised of the missing GCP sign. Twp had it resurrected within a week.
9. At C.T.D.I.'s suggestion, a pedestrian/bike path has been provided around the entire GCP's Enterprise Drive for safety of their walkers & employees.
10. At suggestion of Techniplast USA, additional police cruise-bys have been instituted at no real expense, nor extra effort for Police Dept & EGT.
11. MARS Drinks solicited CDC's help in working with them toward cost-effective, efficient solution to localized transportation from the rails to Boot Rd complex for them, Comcast, and GCP. Able to enjoin local transportation service to be part of the solution. Meetings will continue into 2013.
12. Landlord interviews are shaping up for 2013 re long standing problems with some of Twp's shopping districts - also topic for Planning Commission & BOS re 10 year Updating of The Comprehensive Plan.
13. Updating of C-zones Business List continues for C-zones Business Directory website

Respectfully Submitted,  
Al Zuccarello, Chairman

## **COMMERCE DEVELOPMENT COMMISSION: 2013 GOALS**

### **PHASE 2:**

**Maintenance continuation of medium to long term involvement and keeping low profile while engaging our business constituency as needed or desired. We're Here to Help! (not impede or interrupt)**

### **PROJECTS - Ongoing:**

- > **Engage key Business Communities in future C & I/BP Forums**
  - \*Integrate Office/Condos complex in Goshen Executive Center
  - \*Engage missed contacts for invitations to future Forums
  
- > **Landlord interviews\* towards fact-findings solutions to issues of troubled shopping districts**
  - \*Input to Brandywine Conservancy on for 2 key areas.
  - Involves BOS and Planning Commission re 10 year Update to The Comprehensive Plan
  
- > **Updating of C-zones Business List for roll-out of C-zones Business Directory for inclusion on Twp website. Target: February 2013**  
**Theme: Support businesses supporting EGT with their taxes**
  
- > **Advocacy for C & I/BP zones' constituencies to Planning Commission, and BOS, but only on issues of unnecessary & truly frivolous vanity requests. (do not see this happening in this era).**
  
- > **CDC membership integrations directly into commerce development organizations via Econ Devel Council, etc, for their assistance with marketing vacant stores &/or bldgs within our C/I-zones - TBD**
  
- > **Continue annual I/BP-zone & Commercial-zones Forums invitations**

From THOM

POSSIBLE GOALS FOR 2013

Immediate/medium/long-term

1-7-13

**“After all it is all about relationships”**

Unknown

1. Set up and/or coordinate an Electronics Recycling Program.
2. Investigate the advantages, if any, of switching the township trucks and other motorized equipment to natural gas.
3. Improve interpersonal relationship with current neighboring township supervisors and develop new relationships with supervisors in Willistown, East Whiteland, and Malvern Borough councilpersons.
4. Assertively encourage ABC members to seek educational opportunities.
5. Require all staff members to pursue at least one educational opportunity this year.
6. Have a meet/greet/discussion with current Congressional and State Legislators, and County Commissioners.
7. Develop a marketing plan to increase full partners and contract partners for WEGO.
8. Develop and foster a strong and successful 501c3 Foundation
9. Find a single, major Community Day Sponsor who will finance the entire CD budget.
10. Encourage the development of a full-day summer recreation program
11. Plant shade trees around the Tot Lot in the park to enable use during the hot summer days.
12. Encourage the development of a Christmas Village.
13. During the Christmas season hang appropriate decorations on the telephone poles along Paoli Pike from Line Road to Airport Road.
14. Have various township departments develop a timeline list of what has to be done during the year so that we don't have a similar problem this year like the insurance problem during the last two years.
15. Develop a system of walking trails and bike trails throughout the township.

16. Bring in an independent insurance consultant to evaluate all types of our insurances
17. Hire a new police chief.
18. Evaluate the effectiveness of the present Police Commission organization and change as needed.
19. Review and change as needed the present WEGO agreement between EG and WT.
20. Assertively push to get the WEGO police labor contract consolidated into one document.
21. Encourage and support the EG CDC to assertively and effectively aid prospective tenants to occupy our industrial and commercial vacancies.
22. Encourage and support the winter Farmers Market.
23. Encourage and support the spring/summer Farmers Market.
24. Encourage and support the P&R Commission in its efforts to increase revenue sources.
25. Complete and effectively use the EG Park amphitheater.
26. Review and change if necessary the Twp. organizational chart.
27. If not accomplished already in the various departments and where applicable, require all employees to be cross-trained in the department tasks.
28. Become more proactive and less reactive to “issues.”
29. Become even more open and informing to our residents.
30. Develop a model to win back the trust of the residents—we may have lost it from some during the YMCA/Farmers Market/Police Contract controversies.
30. Develop a public-relations model to deal with public issues before they come explosive.
31. Develop a more effective means to inform the public now that our Township newsletter has been discontinued.
32. Improve communications among staff, public, and neighbors.
33. Complete the HM Dam renovations.
34. Encourage the improvement of recreational activities and facilities in the township.
35. Encourage the landscaping of various public sites in the township.

36. Encourage corporate and business **owners** to look upon EG as their township too and contribute financially and with personnel to our projects.
37. Continue the Neighborhood University.
38. Encourage WEGO to resurrect their Citizens Police Academy.
39. Complete Applebrook Golf negotiations.
40. Complete Verizon negotiations.
41. Encourage corporate Pres. /owners and Public Relations officers to encourage
  - Their employees to use EG park at lunch time.
  - The use of the park for summer company picnic and activities.
  - Their employees and their families to use the park.
42. Develop a means to constructively utilize the services of township residents (possible disruptors) who are “distrustful” of BOS and township operations.
43. Plan and execute a summer picnic at the park for all EG staff and families.
44. Encourage WEGO/EG/WT/TB to have joint summer picnic for elected officials, police personnel, and families.

List incomplete