

**EAST GOSHEN TOWNSHIP
FUTURIST COMMITTEE
APRIL 17, 2017
FINAL**

Present

Chairman, Thomas Kilburn and Vice Chairman, Rogers Vaughn were present. Members Luann Petellis , Brad Giresi and Mike James were present. Supervisors, Marty Shane and Mike Lynch were also present.

Call to Order

Chairman, Thomas Kilburn called the meeting to order. The Committee began the meeting with the Pledge of Allegiance and there was a moment of silence for our military troops.

Approval of Minutes

Thomas Kilburn asked for the approval of the March 21, 2017 Minutes. Rogers Vaughn seconded the motion and the March Minutes were approved by the Committee.

Futurist Committee Long Range Strategic Objective

Rogers Vaughn of the Futurist Committee was at the April 4, 2017 Board of Supervisors Meeting to discuss the Futurist Committee's Long Range Strategic Objective. This would differentiate itself from other Townships by using a 5 step approach.

1. Create a town center
2. Create welcoming road portals
3. Connect neighborhoods to the town center
4. Expand Parks and Recreation offerings and facilities
5. Rename East Goshen Township as Goshenville as part of a rebranding effort.

The Futurist Committee discussed these options with Supervisors, Mike Lynch and Marty Shane. Mike Lynch thought that the residents should vote on changing the name of the Township. Rob Vaughn who is in favor of changing the name would like the agreement of the name change with of all the Supervisors. Marty Shane said the item would have to be voted on by the residents at one of the elections. Mike Lynch was in favor of naming the Goshen Village Shopping Center to Goshenville Town Center to slowly get the residents to accept the idea. Mike Lynch was also in favor of doing a survey and asked the residents informally for their opinion. Mary Shane and Mike Lynch thought said that they should get this information out to the corporate people that the Township deals with. The Township of Chadds Ford in Delaware County changed its name from Birmingham Township to Chadds Ford because there was also a Birmingham Township in Chester County. The Township of Chadds Ford is smaller than East Goshen Township. Rob Vaughn would like to start the process of changing the name of the shopping center to Goshenville Town Center. It would give the Township more identity. Luann Petellis was in favor of the name change because it would give the Township more identity with having a wonderful trail system and a Town Center associated with it and gives it more distinction with the name of Goshenville. She said that articles should be put in the newsletter so the residents can identify with the new trail system and new town center. Mike James asked if there would be additional tax dollars for the name change. Brad Giresi said that he spoke with younger residents who are 23-35 years

of age and they associate with the West Chester Area because their address is West Chester, PA. The young residents go to West Chester Borough for dining and business matters. The school system in the area is known as the West Chester Area School District. Mike Lynch said that he grew up in Lower Merion Township but people in the area were familiar with the towns in Lower Merion such as Villanova, Haverford and Ardmore etc. but kept the Township name as Lower Merion Township. Brad Giresi said that the trail system could be called the Goshenville Trail. Marty Shane said that it would be better to first have the shopping center name changed to Goshenville before you change the name of the Township. It would be more acceptable to the residents if you did it slowly.

Master Plan

Brad Giresi told the Committee that the Planning Commission is working on the Paoli Pike Corridor Master Plan which would make the Paoli Pike Trail to connect to other residential communities. The Planning Commission is also working on to the trail traffic calming incentives and proper signage which would make the area more attractive.

Adjournment

Thomas Kilburn presented the motion to adjourn the meeting Luann Petellis seconded the motion and the meeting was adjourned at 8:54 p.m.

Respectfully submitted,

Joanne Morgan
Receptionist/Secretary