

Futurist Committee
Agenda
May 21, 2018
7:00 PM

1. Call to order
2. Pledge/Moment of Silence
3. Approval of Minutes: April 16, 2018
4. Consider results from first meeting with Finch on brand project and determine next steps
5. Consider Streetscape project, possible phased approach, and determine next steps.
6. Consider any feedback from WCU Professors on measurement project and determine next steps.
7. Consider Mike James's work on Millennials and determine next steps.
8. Public Comments
9. Adjournment

1 EAST GOSHEN TOWNSHIP
2 FUTURIST COMMITTEE
3 APRIL 16, 2018
4 draft

5
6 **Present**

7 Chairman, Thomas Kilburn and Vice Chairman, Rogers Vaughn were present. Committee members Brad
8 Giresi and Luann Petrellis were present. Also in attendance were Township Supervisor, Marty Shane and
9 Director of Finance/ Assistant Manager, Jon Altshul. Member, Mike James was absent.

10
11 **Call to Order**

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

14
15 **Approval of Minutes**

16 Thomas Kilburn asked for the approval of March 2018 minutes. Rogers Vaughn seconded the motion
17 and the minutes were approved by the Futurist Committee.

18
19 **Consider proposals for branding work and determine future action.**

20 The Futurist Committee members received branding design proposals from five companies. The two
21 companies that the Committee was most interested in were from Notavitas and Finch. The proposal
22 from Simone Collins included more information on signage. The proposal from Brandywine was a higher
23 expense than that of the other companies. The proposal from Notavitas was cheaper but the design of
24 the imprints that were provided was more intense. Luann Petrellis told the Committee that her choice
25 was between Notavitas & Finch. She stated that Notavitas had more intense branding but Finch had a
26 clear decisive design. The other Committee members agreed with her from their review of the
27 proposals; the proposal from Finch was less intense and gave a general imprint of the community. Rod
28 Vaughn stated that East Goshen Township should show an identity that is different than the other
29 townships in the area. The identity of the community should be a place where people would want to live
30 and participate in the township. It is important to execute the brand of the township in streetscape and
31 signage. Rogers Vaughn said that Brad Giresi would be an excellent choice from the Committee to speak
32 to the representatives of Notavitas and Finch to get more information on what their companies have to
33 offer to East Goshen Township regarding branding which would include letterhead, signage, and website
34 community logo. Brad Giresi said that he would speak with company representatives and give a report
35 on the information he gathers. Marty Shane said when the Committee decides on a company their
36 proposal should be complete for the Board of Supervisors to review it.

37
38 **Mike James work on Seniors and Millennials**

39 Mike James will present his information on Seniors and Millennials at the next Futurist Committee
40 Meeting.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46

Adjournment

Thomas Kilburn made the motion to adjourn the Futurist Committee at 8:25 p.m. rogers Vaughn seconded the motion and the meeting was adjourned at 8:10 p.m.

Respectfully submitted

Joanne Morgan
Receptionist/Secretary