

**EAST GOSHEN TOWNSHIP
FUTURIST COMMITTEE
APRIL 16, 2018
FINAL**

Present

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

Call to Order

Chairman, Thomas 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 and first responders.

Approval of Minutes

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

Consider proposals for branding work and determine future action.

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

Mike James work on Seniors and Millennials

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

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