

Futurist Committee Agenda
Thursday, June 17, 2021
7:00 PM
Tele Conference

Dial In Number: (929) 205 6099
Access Code: 849 7996 4658 # #

1. Call to Order
2. Pledge/Moment of Silence
3. Approval of Minutes: May 20, 2021
4. Chairman's Report
 - a. This meeting will be via Zoom but starting in July meetings will be in person at the Township building.
5. Old Business
 - a. Consider final results from Township wide resident survey:
 - Number of residents and spread of residents responding, area and age.
 - Trends in responses from survey questions and comments.
 - Comparison of response level, satisfaction and areas of interest compared to similar surveys.
 - Any additional items needed for report to BOS and residents.
 - b. Update on Business Park Task force activities and any initial conclusions. Timing for final report.
6. New Business
7. Liaison Report
8. Public Comment
9. Correspondence/FYI
10. Adjournment

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**East Goshen Township
Futurist Committee
May 20, 2021
Draft Minutes**

6 **Members Present:**

7 Tom Kilburn, Chair; Members: Brian Sweet, Brandon Groff, Jeff O'Donnell

9 **Other Present:**

10 Dave Ware, Staff Liaison; Susan D'Amore, Staff

12 **Call to Order & Pledge of Allegiance**

13 Tom called the meeting to order at 7:00 pm and led the Pledge of Allegiance.

15 **Moment of Silence**

16 Tom called for a moment of silence for all medical personnel that are still dealing with Covid
17 and for the military and first responders in harm's way.

19 **Approval of Minutes**

20 Brian made a motion to approve the minutes from April 15, 2021. Jeff seconded. The minutes
21 were unanimously approved.

23 **Chairman's Report**

24 Tom welcomed Dave Ware as the new Finance Director/Liaison and introductions and
25 individual backgrounds were shared. The next meeting on June 17 was confirmed.

26
27 Tom addressed the opportunity to return to in-person versus Zoom meetings moving
28 forward and requested committee opinions. It was agreed that in-person meetings would
29 begin in July.

31 **Survey discussion**

32 Tom began discussion of the current survey results. He suggested individuals review West
33 Goshen's survey and Willistown's survey versus the East Goshen survey for comparison.
34 Both Willistown and West Goshen had higher response rates, but also spent more money,
35 including mail campaigns.

36
37 Susan reported that 30% of 1,823 individuals reached via Constant Contact on 4/27/2021
38 clicked through the survey and 25.8 % of 1207 individuals from 5/8/2021 clicked through.
39 The website showed 110 unique pageviews and 57 entrances from other websites (e.g. Next
40 Door).

41
42 Jeff will follow up with Jason for the Facebook results.
43

1 The committee had a number of takeaways from the survey data reviewed. Firstly, that
2 ratings indicate that respondents are happy with the current state of the township, which
3 closely aligns with what are considered the 'most important township attributes':

- 4 • Overall quality of life
- 5 • Feeling of safety
- 6 • Quality of parks and recreation programs for all ages
- 7 • Quantity and quality of green open space

8 Simultaneously, the appeal of the township as a retirement location was the least important
9 attribute (18.9%), while more than a third of respondents indicate that they are currently
10 retired...possibly indicating that the township is not a retirement 'destination', but rather a
11 nice place to retire for those already living here. Furthermore, the convenience of local
12 restaurants, shopping and services ranks high on both the most important and least
13 important attribute responses. Brandon suggested that a re-cut of the data based on age
14 could provide more clarity on this issue as well as a few other questions that the survey
15 responses raised. He will provide that new analysis when completed. Lastly, it interested
16 the committee that while 92.6% of respondents indicated a willingness to complete future
17 surveys, only 51.4% indicated a willingness to be added to a mailing list. Overall, the
18 committee felt that the survey provides a solid cross-section of the township's population.

19
20 It was agreed that the survey would be sent again via Constant Contact, but maintain its end
21 date of May 31, 2021. ABC members will also be contacted via email to improve responses
22 from committees. Conclusions formed by the Committee should be formalized and presented
23 to the Board of Supervisors. Summarized results will also be posted on the website.

24 25 **Business Park Task Force Update**

26 Jeff reported that a paper copy of the survey was sent to the business owners. The Task Force
27 has received a few responses. The Task Force members are proactively reaching out to
28 business owners.

29 30 **Next Meeting**

31 The next meeting is June 17, 2021 @ 7PM.

32 33 **Meeting Adjournment**

34 Due to there being no further business, the meeting was adjourned at 8:20 pm.

35
36 Respectfully submitted,
37 *Dave Ware*