

Futurist Committee Agenda

Thursday, October 21, 2021

7:00 PM

1580 Paoli Pike

West Chester, PA 19380

1. Call to Order
2. Pledge/Moment of Silence
3. Approval of Minutes: September 16, 2021
4. Chairman's Report
5. New Business
6. Old Business
 - a. Consider latest draft by Brandon for our next survey and make any final changes.
 - b. Consider timing for the rollout of the survey; test group, BOS approval, rollout communication schedule.
 - c. Update on Business Park Task Force results.
2. Liaison Reports
3. Public Comment
4. Correspondence/FYI - none
5. Adjournment

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**East Goshen Township
Futurist Committee
September 16, 2021
Draft Minutes**

Members Present:

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

Other Present:

Dave Ware, Staff Liaison

Call to Order & Pledge of Allegiance

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

Moment of Silence

Tom called for a moment of silence for soldiers in Afghanistan and their families as well as Afghani citizens caught in the current turbulent situation overseas.

Approval of Minutes

Tom made a motion to approve the minutes from June 16, 2021. Brandon seconded. The minutes were unanimously approved.

Chairman Report

Tom mentioned that Mandie Cantlin, the Township Manager of neighboring municipality East Bradford, was working on a dissertation for her PhD regarding the public trust of local government which is interesting based on survey results that the Futurist Committee received. Tom also provided a brief health update on Marty McShane, the Board of Supervisors liaison to the committee.

Discussion

The Futurists Fall Newsletter was discussed and approved; Brandon will look into adding graphs regarding survey results if time allows. Some further thoughts continued about the community's level of digital vs. paper news consumption and how best to reach the most residents about news, surveys, etc...Jeff posited that perhaps a paper newsletter could be re-implemented with a paperless or 'digital only' option. It seems a fair number of residents actually prefer the paper hard-copy. Tom also mentioned that a 'summary' of highlights of the Board of Supervisors meeting minutes might be helpful since many residents don't have the time to watch/attend the meetings nor review the detailed minutes.

The most recent survey indicated a handful of topics which indicated a mixed level of importance and performance: the quality of bike and pedestrian facilities/trails, how well the Township is managing growth, value received for Township tax dollars, and the convenience of local restaurants/shopping/services. After some discussion, the group agreed to focus on

1 three main issues to target the scope of future surveys and limit the amount of questions
2 required to promote responses:

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4 1. Growth/Development – Zoning is the key here

- 5 a. Jeff mentioned possibly focusing on the area surrounding the Township
6 Building and surrounding properties lining Paoli Pike. Perhaps with a map and
7 visual overlay graphic of parcels the group could illustrate what everything is
8 currently zoned, what can/cannot be developed, and what those limitations
9 actually are as far as business/office/residence type allowed.
- 10 b. Tom indicated the area appears pretty well zoned right now in the sense that
11 there are limitations on what spaces can/cannot be used for and it may be
12 more of a communication issue with residents.
- 13 c. A bit of discussion about possible Class A office space in the old M&T space.
- 14 d. Jeff indicated he believes education of, and communication with, the public
15 could be exactly what is needed to alleviate the fear of development and
16 growth which appears to exist in a substantial portion of EGT's populace. This
17 might occur prior to a survey to better inform the public before they respond.
- 18 e. Brandon noted this could be an opportunity for an educational 'tool'.
- 19 f. What about lights, benches, restaurants, store fronts as far as zoning and the
20 TND model that has gone nowhere?

21 2. Trails/Open Space/Neighborhood Feeder Trails

- 22 a. It was noted that the BoS meeting regarding easements on section B was the
23 most well-attended meeting in quite some time, highlighting the divisiveness
24 of the Paoli Pike Trail.
- 25 b. Jeff wondered if some of the anti-PPT sentiment is because the trail is seen as
26 step toward development, rather than a connector of areas within the
27 Township. Feeder trails from neighborhoods and cul-de-sacs have been in the
28 plans, are relatively cheap to install, and assist in more thoroughly allowing
29 children and families to avoid driving everywhere that is so nearby.
30 Connecting neighborhoods and the schools, YMCA, business park, EGT Park,
31 and restaurants/local businesses that they utilize doesn't promote
32 development, but rather integration. Jeff noted that focusing on these types of
33 feeder trails may be better received by residents if presented as such.

34 3. Township Governance

- 35 a. Brian felt that Dave's interest in a 'budget' survey may be served by addressing
36 the prior survey's contrasting results on residents' perceived value for their
37 tax dollars.
- 38 b. Brian thought it may be wise to include EGT's current budget distribution by
39 department in a graphic, such as a pie chart. This could focus further survey
40 questions into what responders believe they are or are not getting value on.
41 This could be done by putting the graphic on the Township website or
42 Newsletter and linking to a related survey.

43 Overall, it was agreed that upcoming surveys should be concise and focused with limited
44 questions that would lead to solid result takeaways.

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2 Finally, there was a brief discussion on the number of members in the Futurist Committee –
3 how many can there be, how many should there be, and whether there are others currently
4 interested in joining? Would someone need to leave before another could join? No final
5 decision was determined, but Tom indicated he believed '5' was the best number – not too
6 many, and breaks a tie.

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8 **Business Park Task Force Update**

9 Jeff reported that the Task Force has received limited responses to the survey and extended
10 the survey time period, but with the resurging CoVid19 cases and the Delta variant emerging,
11 businesses are more focused on other more pressing concerns. The Task Force will review
12 whether to continue or not.

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14 **Public Comment**

15 None.

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17 **Next Meeting**

18 The next meeting is scheduled for Thursday, October 21, 2021, in person at the East Goshen
19 Township building at 7:00PM.

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21 **Meeting Adjournment**

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

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24 Respectfully submitted,
25 *Dave Ware*