

**EAST GOSHEN TOWNSHIP  
BOARD OF SUPERVISORS MEETING  
1580 PAOLI PIKE  
TUESDAY, November 16, 2021  
Final MINUTES**

*Note: This meeting was held in person at the East Goshen Township Board Room.*

**Present:** Chairman David Shuey; Members: John Hertzog, Michele Truitt; Township Manager Derek Davis; Finance Director Dave Ware; Fire Marshal Carmen Battavio; Chief Brenda Bernot; Erich Meyer (Conservancy); Ernie Harkness (Planning Commission); Futurist Committee Members Tom Kilburn, Brian Sweet, Brandon Groff, and Jeff O'Donnell.

**Call to Order & Pledge of Allegiance**

David Shuey called the meeting to order at 7:02 p.m. David led the Pledge of Allegiance.

Michele Truitt asked for a moment of silence to remember today is International Day of Tolerance.

David announced that the meeting is being recorded and livestreamed on YouTube.

**Chairman's Report**

- a. The Board met in executive session prior to tonight's meeting to discuss personnel matters.
- b. The Township Holiday Toy Drive is underway and continues through December 2, 2021.

**Public Hearing**

**LED Sign Ordinance Amendment Hearing.**

Kristen followed procedures and advertised in the Daily Local Newspaper on November 2nd & 9th. The Ordinance was presented to the Chester County Planning Commission and East Goshen Township Planning Commission. East Goshen Township Planning Commission reviewed the Ordinance made their recommendation. The company, VOLTA, is interested in installing an electric vehicle charging station at Giant. The Ordinance recognizes LED signs are allowed and located in approved shopping center. The only change to section 240-22 is with a maximum sign area of 12' sq.ft., maximum height of 8 ft, and cannot produce any audio.

A motion was made by Michele to approve an amendment to the LED Sign Ordinance permitting LED Signage when incorporated with electric vehicle charging/media stations; within approved shopping centers. John seconded.

Motion carried 3-0.

**New Business:**

**Consider position on sign variance request-1311 West Chester Pike.**

Derek introduced Attorney Christman, who represents property owner and applicant, ALK Management LLC, Albert Kazelian. Mr. Christman explained a traditional wall sign will be located in top right corner of the building. The current Ordinance allows for sign dimensions of 32 sq. ft., 2' tall, and 14' high and they are requesting a variance for a sign with dimensions 36 sq. ft., 2' 10" tall, and 15' 9" high. Mr. Christman mentioned the building is set below the grade

of the road and the Ordinance calls for sign height measurement from bottom of building. Additionally, he expressed their position on the IM trim at the front of the building as being an architectural design. Mark Gordon took the position that this feature is a sign. When they requested a dimensional variance, Zoning Officer Mark Gordon denied the request.

John commented that he does not have an issue with the marble on the front of building and regarding the height variance, he could go either way. John stated he does not understand why the applicant cannot conform to the 32' square foot requirement. Mr. Christman elaborated. John mentioned that he and Derek went to the property and looked at the building.

David is comfortable considering the IM trim as a building design feature.

Kristen Camp commented that Mark Gordon's interpretation of the IM being a sign is correct because the IM is the same symbol used to advertise this business.

John commented that he fully supports bringing a larger business into the area.

Michele supports the lettering variance on this application and would like the wall sign to conform to our Ordinance requirements for measurement from the bottom of building to the bottom of sign and 32 sq. ft. and 2'tall for the sign.

Michele made a motion to oppose the variance request for 36 sq. ft. and the height beyond 2' and remain neutral on the height from the bottom of sign. John seconded.

David suggested to send a letter from staff to Zoning Hearing Board with comments. Kristen clarified the size variance.

Paige Fenimore, 3 Treemont, commented that she is surprised the Board is neutral in this matter.

Motion carried 3-0.

Kristen asked for clarification whether her office needs to attend the Zoning Hearing Board hearing. David responded.

### **Emergency Services Reports**

Chief Brenda Bernot shared the accomplishments of Officer Josh Micun, who passed away, and thanked East Goshen for their support. Chief mentioned the Warm Coat Drive is underway and officers are participating in Blue Beard for Charity. Chief shared East Goshen Township statistics for police calls.

John commented that he and Derek went to the viewing for Officer Josh Micun and he was impressed with the attendance.

Lisa O'Neil, 10 Brookmont, asked about a recent incident regarding Malvern Institute and asked for details. Chief responded that investigation was handled by East Whiteland. Chief is aware that an individual left the Malvern Institute facility and engaged in several crimes.

Maureen Anderson, 19 Treemont, stated this is the second incident in six months that she is aware of. Ms. Anderson is concerned and asked what is being done to protect the neighborhood.

Chief commented that there are no court-committed individuals at Malvern Institute. Police can get involved if Malvern Institute reports an endangered individual. If a well-being check is requested, the police will be given a name and can check on the individual.

Carmen Battavio presented the October 2021 reports for Goshen Fire, Malvern Fire, and Good Fellowship.

### **Financial Report**

Dave Ware presented the October 2021 Financial Report.

### **Approval of Minutes**

Michele made a motion to approve the minutes of October 19, 2021. John seconded.

Motion carried 3-0.

### **Treasurer's Report** - None

### **Old Business:**

#### **Consideration of authorizing advertisement of the 2022 preliminary budget.**

David reminded the public there were a number of public meetings and discussions surrounding the 2022 budget and that a balanced budget is being presented. David commented that, with a new Finance Director and new Township Manager, this has been one of the better budgeting processes. Final approval of the 2022 Budget will be at the December 21, 2021 meeting. Derek commended Dave and the Finance staff for a job well done.

Dave does not anticipate a tax increase next year, however looking out to 2027-2030, there is a possibility a tax increase would be needed. This is due to the significant portion of our budget being for police and we will need to determine how we support emergency services in the future.

John commented that he is thrilled this is a balanced budget. Michele echoed John's comments and learned a lot from Mike through this process. Michele appreciates how this has been a transparent process for everyone.

Michele made a motion to authorize advertisement of the Township's 2022 Budget in the Daily Local News. John seconded.

Russ Frank, 451 Gateswood, asked about the trash hauler agreement and how the refuse fee was calculated. Derek replied that the trash hauler contract is not the only item considered in the refuse fee calculation. Dave explained further. The refuse fee charged directly covers the refuse expenses. The refuse fee proposed in the 2022 budget is \$100 per quarter beginning January 2022, an increase from the current \$75 per quarter fee.

Motion carried 3-0.

#### **Consider Futurist Committee's request for additional surveys.**

Tom Kilburn and the Futurist Committee gave feedback on results of first survey. They would like to conduct another survey. Tom explained in detail what questions would be asked in the new survey.

David asked that wording to be changed and clarified Hershey's Mill Estates and Hershey's Mill to include (Villages).

Michele pointed out Grand Oak is singular. Michele is concerned with asking questions that might result in expectations for amenities that are not budgeted. She is also concerned about asking a question about connecting trails, because these trails come at a cost and some of it could be taking land through eminent domain. Michele inquired if a survey question will be asked about that. Michele is also concerned about asking a question regarding increasing open space but feels there doesn't appear to be any open space available. Michele stated that someone on the Committee brought up that a survey might be bent politically one way or the other and Michele is not in favor of doing this survey.

David believed surveys do not create false expectations and are opinion gathering and gives a temperature of the community. He feels a survey does not mean the Board gives approval for anything. David thought the results of first survey was helpful and informative. David feels doing a survey is not political and he is in favor of another survey.

Tom Kilburn clarified that Michele brought up the idea to do a poll survey and a Committee member stated that more Republicans go to the polls than Democrats.

Brandon Groff commented that distributing the survey broadly, limits the bias.

John commented 600 responses out of 18,000 is not enough. John believes, as Michele does, that surveys raise expectations. John is not in favor of survey.

Brian Sweet stated the purpose of a survey is for the Board to receive input from residents so direction can be set.

David commented that a survey is one data point in decision-making and helps understand the desires of residents.

Michele stated that these survey questions, as worded, need qualifiers.

John mentioned that open space needs to be maintained and comes at a cost. John appreciates the work of the Futurist Committee.

John made a motion to table the Futurist Committee survey until next meeting. Michele seconded.

Ernie Harness, Planning Commission, thinks that, in general, the more we improve communication about what we do at the Township, would answer a lot of concerns. Ernie stated that topics will come before Planning Commission in the future and it would be helpful to have insight about the direction the Township is headed. Ernie believes surveys are informational only.

Russ Frank, agrees with Michele that people will think as the survey is written, it will result in action. Russ asked why do we keep asking the race question on surveys and what does it matter.

Brandon responded that it is standard practice to ask demographic information in order to ensure it is representative of the broader population for consistency and fairness.

Motion carried 3-0.

**Any Other Matter** - None

**Public Comment** - None

**Liaison Reports** - None

**Correspondence, Reports of Interest**

David acknowledged a thank you note received from Mehul Patel commending Mark Miller and the Public Works Department.

Dave Ware commented that all of the 2022 Budget materials will be posted on the website and available at the front desk for the public to view.

**Adjournment**

There being no further business, John made a motion to adjourn at 8:34 pm. Michele seconded.

Motion carried 3-0.

Respectfully submitted,  
*Chris Boylan*  
*Recording Secretary*