

DOVER TOWNSHIP
INDUSTRIAL COMMERCIAL DEVELOPMENT COMMITTEE
MARCH 23, 2016

The Dover Township Industrial Commercial Development Committee (I/CDC) meeting for March 23, 2016, was brought to order at 4:00 PM by Chairman Shane Patterson in the Meeting Room of the Dover Township Municipal Building. Committee members present were Robert Wright, Michael Cashman, Michael Curley, Kim Gross and Ashley Spangler, Jr. *Charles Benton, Brian Caden and Ashley Spangler, Sr. were absent.* Township Representatives in attendance were Laurel Oswalt, Township Manager; Charles Richards, Township Supervisor; Stephen Parthree, Township Supervisor; Georgia Sprengel, Township Zoning Officer and Tiffany Strine, Recording Secretary. Two members of the public were present. This meeting has been recorded for minute purposes only.

APPROVAL OF THE FEBRUARY 24, 2016 Meeting Minutes

Motion by K. Gross and seconded by R. Wright to approve the February 24, 2016, I/CDC meeting minutes, as presented. **Passed** with 6 ayes

PUBLIC COMMENT

None to note.

YCEA – MARKETING DISCUSSION – STATUS OF DELIVERABLES FROM YCEA

K. Gross, with the York County Economic Alliance (YCEA), reviewed the last meetings material handouts with committee members. K. Gross presented the committee with mapping information on the selected Dover Township priority sites.

Manager Oswalt noted a section in the material handouts regarding the Dover Industrial Park that is owned by Kinsley Construction. Manager Oswalt stated that she has reached out to Kinsley Construction and inquired if they would like to partner with the Township by promoting potential land to be developed on the Township's website. Kinsley Construction stated that they would like to pursue advertising on the Township's website. K. Gross added that the YCEA lists all available business parks for interested participants.

M. Curley is a newer member of the Industrial/Commercial Development Committee and inquired on the intent of the Industrial/Commercial Development Committee. Chair Patterson stated that the Industrial/Commercial Development Committee is a recommending body to the Dover Township Board of Supervisors with regards to ideas for business growth and development in the Township. Chair Patterson stated that the committee also helps to generate business within the Township while preserving, developing and redeveloping Dover's historical components.

K. Gross stated that she generates physiographic profiles on properties. These profiles are generated on various data such as census, zip code and mailing sources. These profiles are used as tracking devices to help generate better business prospects based on the wants and needs of certain geographical areas. K. Gross's data generated a number of areas where retail gaps were identified. Combining the retail gap data with the physiographic profile of Dover will provide a target or retail to pursue.

Chair Patterson noted after further review of the data presented by K. Gross he feels as though some key components should be considered. Chair Patterson stated to be mindful of property access routes and property appeal. Chair Patterson asked the committee to brainstorm routes to potential key locations for development that may otherwise not have access routes or are in need of more convenient access routes. Chair Patterson also noted to be mindful of curb appeal and road frontage location details, as well, to help further generate interest.

Chair Patterson asked for any input from the committee on their ideas and comments on the physiographic profile data that K. Gross has presented.

M. Cashman suggested the committee consider implementing boutique style shopping development within the Township. M. Cashman suggested partnering with the borough and tangent areas to generate these styles of business marketing. M. Cashman suggested that the historic atmosphere combined with a unique downtown feel may prove key features to capitalize upon. Chair Patterson stated the I/CD committee had previously reached out for borough representation but did not receive a response. Manager Oswald informed the committee that the Township and Borough Joint Comprehensive Plan did provide information on this type of development within the Borough. Potential grant funding options were also noted.

M. Cashman stated that he feels there is significant room for growth for restaurants and bars within the Township. K. Gross added that restaurants and bars are great revenue generators. M. Curley added that he would like more dining options within the area as well.

Manager Oswald inquired if there were any other strongly needed retail gaps to be filled that were noted in K. Gross's report. Manager Oswald stated that she would like to further promote the retail needs of the community within the Township website. K. Gross stated that she will look into these areas and report back with further information. Personal health care, large scale gasoline stations and distribution centers are currently the top ranked needs of K. Gross's data collection.

Chair Patterson inquired as to the appropriate direction to take from this point to better utilize the data supplied. K. Gross stated to take the data into account and brainstorm business avenues to fill the gaps presented for the Township. K. Gross added to build relationships with the area's industrial park and other potential development areas to continue growth generation.

A. Spangler suggested implementing more general retail such as a strip mall and possibly providing outreach to developers. A. Spangler stated that by adding a strip mall, the strip mall could possibly then hanger a larger scale business as well. It was noted to further advertise LERTA incentives to potential businesses.

C. Richards spoke of the current retail outfits within the Township; such as McDonald's and Walgreens, and to take into consideration their ranking in the overall market place.

OTHER BUSINESS - DOVER TOWNSHIP WEBSITE

Manager Oswalt presented the committee with a brief overview of the Township's newly developed website. The new Township website is currently under construction and will be unveiled at a later date. Manager Oswalt stated that the new Township website will contain features pertaining to local businesses. This area of the website will reach out with respects to residents and business ventures by building futures and creating memories as a whole. The main page will possess a link to a section for homeowners and developers that will be dedicated to the housing market and housing structures the Township possesses to help better market the residential section. A business section will be available and this section will feature local businesses, emphasizing their services to the community. Key components of property and utility demographics the Township has to offer will be available as well as residential community demographics. Manager Oswalt opened discussion for any useful input to consider exploring for the Township's website.

M. Cashman suggested adding more social media connections and making these social connections available on the front page of the Township's webpage.

Chair Patterson suggested the featured business section contain the businesses' voices on why they chose to do business within Dover and what they like most about doing business in Dover.

Manager Oswalt stated that the new Township website is still being revamped and any additional constructive input is always welcome. The committee collectively agreed the new Township website is moving in the right direction and are pleased with the progress.

Kathy Herman; a School Board Member, was present for this meeting. Ms. Herman stated that she will present the School Board with any pertinent information the committee would like to provide in which they can aid in business incentive involvement. Ms. Herman and Manager Oswalt discussed the LERTA program and proactively incorporating the LERTA program to interested entities. Manager Oswalt stated that generated business growth with LERTA may prove positive results to create a better economic tax base as well.

S. Parthree stated that the LERTA program provides no lost revenue and is a completely pro - growth program.

The meeting was adjourned at 5:30 PM by Chairman Shane Patterson.

Respectfully submitted by: _____

Tiffany Strine, Recording Secretary