

**DOVER TOWNSHIP
INDUSTRIAL COMMERCIAL DEVELOPMENT COMMITTEE
JUNE 24, 2015**

The Dover Township Industrial Commercial Development Committee (I/CDC) meeting for June 24, 2015, was brought to order at 4:03 PM by Chair Benjamin Bode in the Meeting Room of the Dover Township Municipal Building. Committee members present were Robert Wright, Robert Stone, Benjamin Bode, Shane Patterson, and Kim Gross. Township Representatives in attendance were Laurel Oswalt, Township Manager; Matthew Menges, Stephen Parthree, and Charles Richards, Township Supervisors; Georgia Sprenkel, Township Zoning Officer; and Trena Hall, Recording Secretary. Also in attendance were Ashley Spangler Jr. and Ashley Spangler Sr. This meeting has been recorded for minute purposes only.

APPROVAL OF THE MAY 27, 2015 I/CDC MEETING MINUTES

Motion by S. Patterson and seconded by R. Stone to approve the May 27, 2015, I/CDC meeting minutes, as presented. **Passed** with 5 ayes

Chair Bode noted that he must resign from this committee. He will be moving to another area in July/August of 2015 and he has also been selected to be a part of a Leadership Training Program through the Real Estate Association. Both situations will occupy too much of his time. Chair Bode noted that although he is stepping down from this position, Rock Realty will still be willing to provide resources in helping this committee. Members of the I/CDC congratulated Chair Bode on his accomplishment for being accepted into this Leadership Training Program.

Motion by R. Wright and seconded by R. Stone to accept Benjamin Bode's resignation. **Passed** with 5 ayes

I/CDC members suggested appointing S. Patterson or R. Stone as chairperson. R. Stone noted that he is currently very active and has other commitments to work out before taking on another Board position. S. Patterson stated that he would fill the position.

Motion by R. Stone and seconded by R. Wright to appoint Shane Patterson as the Chairperson of the I/CDC. **Passed** with 5 ayes

Chair Patterson thanked B. Bode for his time served on this committee and the valuable information that he has provided to this committee as well as volunteering his firm to still provide resources to this committee.

YORK COUNTY ECONOMIC ALLIANCE (YCEA) – This organization can provide information on what other municipalities are doing in this community. Kim Gross provided

pamphlets on some municipal services YCEA provides including: s helping on committees as this one, provide demographic profiles, site analysis, matrix programs, business outreach, etc. YCEA's position is to find out the needs of the municipalities to help businesses grow, expand, and be acquired. YCEA provides funding programs for small businesses and they also help prepare the York County Economic Development Plan.

GIS MAPPING EFFORTS

Sample maps were provided and Manager Oswalt inquired if there was more beneficial information that should be provided on the maps. The maps were only for the Business/Office Park. The thought was to display these maps on the Township website so prospective businesses can see what properties are available. The online maps can be interactive by providing information on the property in a dropdown box such as acreage, Township utilities, the uses for the property, etc. Chair Patterson suggested providing this information to real estate agencies and other groups periodically to keep these open areas in mind. B. Bode will talk to his office about the ESRI program that they use to compile and compare information that they publish compared to what the Township publishes to the residents. This program can show what products/services are being purchased/sold the most in a specified area. Dover Township uses the same program.

Ashley Spangler Jr. inquired besides trying to sell properties, what are we doing to help push the infrastructure forward. Currently there is space in the Township for warehouses but the roads cannot handle the incoming transportation. Mr. Spangler noted that Dover can get by with the smaller businesses and restaurants but stated that it is the roads/transportation that are holding us back from getting the larger businesses. The Borough would not be able to handle the traffic in the square. Some hold on to the idea of exits being created off of Interstate 83 to travel Canal Road. Another note on transportation into the Township was that the property at Hilton Road and Bull Road which was rezoned to commercial. This property is only 2 ½ miles from Route 30. Ashley Spangler Sr. inquired if this committee only wanted to attract commercial businesses. R. Stone noted that currently I/CDC are exploring opportunities of what businesses this community is lacking to service the current community. Chair Patterson noted that we need to attract businesses for increased employment opportunities and provide more amenities (dry cleaner) to help increase the tax base.

Chair Patterson asked if larger businesses are even wanted in this area. Ashley Spangler Jr. noted that the government is hard on small businesses especially with talk of increasing minimum wages and health care. Mr. Spangler noted that you need a mixture of both size of businesses because who will pick up the tax revenue when the small businesses drop off. Chair Patterson questioned what businesses we do want to keep in the area. He is interested in trying to preserve the open space and agricultural uses without bringing in heavy development. Agri-business is becoming popular.

R. Stone noted the opportunities for growth with the Memorial Hospital soon building. We need to prepare to attract the future business that will follow to pour over to our community. Some basic challenges to overcome are cleaning up what land is seen when first coming into Dover. Begin with remodeling the welcome sign, cleaning up around the golf course, and mobile home park. We need to communicate well for the businesses that we want to attract.

Matthew Menges noted that one challenge is the areas along Route 74 that are zoned commercial and are still being used as residential. One suggestion from the last meeting was extending Hilton Avenue over Route 74, to attach the roadway Grenway. This would provide another 4-way intersection giving more commercial opportunities on the corners. This discussion brought in the current plans for the old Shurfine building and another proposed building site between Hilton Avenue and Poplars Road. Georgia Sprenkel provided a sketch plan for the relocation and enlargement of the pharmacy on the expanded property, an addition of a bank, one drive-thru establishment, and a back building with three retail rentals. Only a sketch has been provided to the Planning Commission so far. Chair Patterson inquired if this will create any widening of Route 74. This was not known. The Planning Commission did bring up the traffic issue.

B. Bode questioned if there is any thought of giving a tax benefit/credit for the sale of property for redevelopment. Give the homeowner a good reason to sell the property. Ashley Spangler Jr. noted to give a tax credit to those we are trying to get to come into the community.

Chair Patterson asked Manager Oswald to provide any types of tax programs that are available to new businesses. Manager Oswald noted that with programs like LERTA, the Township can waive taxes but would need the school district to be involved and on the same track. Keystone Opportunity Funds were also recently discussed with the Board of Supervisors. Chuck Richards inquired what can be done for those businesses that have been dedicated and stayed in the area. He does not agree with giving 10 years of not taxing a new business. LERTA was used at one point and only helped expand two businesses and it did not bring in any new business.

Ashley Spangler Jr. inquired if there is any talk of why businesses are not moving into the area. One thought he and his father had was that the Township Engineering Firm is too tough on the required rules and regulations. Ms. Sprenkel noted that Dover Township is no different than other municipalities. Matthew Menges noted that most rules and regulations are mandated by the state and federal government, not the Township who can be fined for not having local business in compliance.

Ashley Spangler Sr. noted that we need to find out why commercial businesses do not want to come to Dover. Food Chains want to be along a main route like Route 30 and where there is a lot of traffic and new development, not along Route 74 in Dover.

DEMOGRAPHICS INFORMATION ON DOVER AND THE SURROUNDING AREA

Benjamin Bode began to summarize the packet he provided. The profile point is from the area of Church Road at Carlisle Road and in a 1, 3, and 5 mile radius. His packet included population, household income in Dover which is around \$75,000 - \$100,000, a business summary, and a retail marketplace profile.

Manager Oswalt questioned how Dover Township compares to the County. Kim Gross offered to look into this.

Many new businesses will go to a real estate agent noting they want to locate in an area with certain criteria by household incomes and traffic counts. This could be a reason why some businesses are not coming to this area. This is where providing the GIS mapping to local real estate companies would be helpful. Businesses need to come into the Township and buy depth along Route 74, which is not available. Since space is not available, prospective buyers begin looking at the "Dead Zone" after going north through the Borough or back towards Shiloh. Keep in mind that there is mention of extending the sewer north of the Borough. Georgia Sprenkel noted that the Dollar General and the Dover Antique Mall are pleased with the business that is being generated. Dover Township needs to find that one business that will draw in the people/other businesses.

Benjamin Bode noted some businesses that are in demand from the Retail Marketplace Profile. Some examples were: Larger gasoline stations, department stores, general merchandise store, etc. Ashley Spangler Jr. noted that the smaller business needs to target on what services are needed. Georgia Sprenkel noted that some rezoning was recently proposed to allow more commercial type uses into the commercial zone and business park, in an effort to attract the smaller businesses. Zoning was made to be more friendlier to the commercial businesses. Dover does not have the road system/transportation for the industrial zone to have the big warehouses. The main roads are state owned roads which the Township has no control over.

Chair Patterson noted that Hilton Avenue would be a great area for non-store retailers like distribution centers/online stores. Other businesses that may work well here are businesses that would service the new Memorial Hospital like laundry, additional medical services, medical supplies companies, etc. S. Parthree inquired if a facility could be built in Dover like an "Apple Hill".

One noted that we will never see these changes in our life time. Matt Menges noted that “We may not see these changes for 20-30 years, but the committee needs to start making this change now so it can be seen in the future.”

R. Stone inquired to B. Bode what leakage/surplus is. Leakage is if there is too much of a service (example: car lots) and surplus is when there is more of the industry sector. This profile showed what money was being spent in our area and what was being spent out of our area.

Manager Oswald asked if Kim Gross could take a look at the economic development plan and take the key target uses of the county and see if any of Dover’s properties will work well with any of the plans to be marketed.

TAG LINE OR MISSION STATEMENT DISCUSSION

An example was provided, that is currently being worked on for the Township website. A tag line/mission statement makes people aware that Dover Township is more than a large community but there is a lot of potential activity here to invest in a business, become employed, live, join organizations, and participate in Township/business events.

It was suggested to have a section on the website advertising for those who live here, have businesses here and for those that are thinking of coming into the community to visit or work and utilize our services and events. It was suggested to tag YCEA on to the Township website.

Chair Parthree inquired if the Township has an active Facebook page. The Facebook page is currently used for recreation in which to advertise events. Manger Oswald has concerns because people can post information that can become a problem. Since the Township does not mail out a newsletter, attendance at recreational events, brush, leaf and electronic recycling collections have all been low. R. Stone noted that his business used the newsletter as a useful tool for both advertising purposes and as a reference on events. R. Stone suggested keeping the production of the newsletter in house and uses a local printer to publish and mail.

R. Wright provided examples of mission statements: “Imagine What You Can Do Here”, “How Many Businesses Are In Emmetsburg?”, or he noted that sometimes a picture just says it all. R. Wright will provide more mission statements.

R. Stone noted that a tag line/mission statement should be strategic, drawing you in, creating a unique emotion and satisfying purposes. He suggested hiring a consultant to help create this I/CDC image. Manager Oswald noted that in 2011, a consulting firm was hired to help create the Comprehensive Plan and the Priorities Plan. The vision statement from the Priorities plan noted that “Dover is a genuine community where memories are made.” It talked about the Township’s infrastructure, residents, recreational programs, etc. R. Stone volunteered to research this matter

if Manager Oswald could contact other municipalities for information on who they use as a consultant. He would then make calls and get estimates to bring back to the committee. Chair Patterson noted to also have Manager Oswald provide the Comprehensive Plan of the Township, which will be updated in the next 3 years. Manager Oswald noted that marketing people are available to the Township through YCEA. They provide consulting services and are fee based in some way.

Two questions were asked about Dover. What does the town have to offer and what do people think of when they hear the town of Dover mentioned. People think of Dover as a farming/agricultural community and a town that is passed through when visiting Pinchot State Park. We need to find ways to advertise this area as more than a farming community by promoting other functions in the community and other services around our area. Chuck Richards suggested looking at the historical side of Dover Township. Not just the civil war but this is where Pennsylvania Rifles were developed and more information can be found through the historical society.

Chair Patterson inquired if this committee should even be creating a vision statement for the Township. The Board of Supervisors is currently looking for a mission statement/tag line for the Township as a whole and for promoting new businesses to locate here. This would be of value for this committee to work on. It was suggested that the Board of Supervisors narrow down the ideas that they would like to promote in the community and what kind of businesses to attract.

Ashley Spangler Jr. noted that all this talk is great but it sounds like we are creating a tourist brochure. Manager Oswald and Kim Gross inquired if this committee is looking for a tag line or a brochure. Should the information being gathered be just for the Township as a whole or only on the business sense then questioning if information should be attracting day visitors, prospective businesses, or larger organizations. Manager Oswald suggested that this committee should focus on promoting business into Dover.

Update on Old Business

Sign at Grandview - Manager Oswald spoke to the owner of the Grandview Golf Course asking permission to update the sign, on their property, when first entering into the Township. Contact will be made with the Dover High School once the teachers are back in service to see if their wood/metal shop classes would be interested in working on this project or offer to a scout working on their Eagle Scout Award. Suggestions were to construct a sign made out of stone or brick and have flowers around it.

Zoning Ordinance Amendments – Georgia Sprenkel noted that the updated zoning ordinance has just been sent to York County Planning.

Property Maintenance Issues – Georgia Sprenkel contacted the owners of Crone’s Gas and Goodies about their property along Route 74. Mrs. Crone noted that they will remove some of the larger pieces of cement and cut the grass. Ms. Sprenkel also contacted the Bonsell Family to remove the mobile home sitting along Davidsburg Road. The son will take care of removing the home.

Development Prospects – Georgia Sprenkel provided the plans for the property between Hilton Avenue and Poplars Road. The developer is the same as the Shurfine property. Store retailers are still not known. RGS is the engineer.

Items for Next Meeting

Kim Gross noted that she will research mentioned economic development items for the next meeting.

Chair Patterson suggested looking into tax structures that can be altered or abatement ideas (LERTA, mercantile tax, Keystone Development, taxes that the Township and school district have control over). He also noted looking into marketing of a newsletter and developing a tag line with conversation around the historic aspect and the strength and weaknesses of the community.

Chair Patterson asked Ashley Spangler Sr. and Jr. to consider serving on this committee and if they are interested to contact Manager Oswald or himself. They would need to fill out an application form and then have the form presented and voted on at the next Board of Supervisors meeting. Ashley Spangler Jr. noted that in the past voting Board members did not like change in this area. He questioned if this committee will make effective changes. He would like to be a part of change but does not want to serve and see time wasted. Chair Patterson noted that the Board of Supervisors has formed this committee again because change is needed.

Current I/CDC members suggested having people on this committee to represent the Borough, the school district, and the agricultural community. Manager Oswald will contact the Dover School District Superintendent. Matthew Menges has been in contact with the Borough Mayor and Manager Oswald will contact Bradley Lentz from the Borough. Chuck Richards will try to contact someone on the agricultural side.

This committee agreed to look at the action items discussed, take what information is gathered, and then form a strategic prioritization plan to present to the Board of Supervisors and possibly create some task forces. We need to also try to involve the historical aspects, and involve Seth Grove to push on the infrastructure and roadways with creating exits off of Interstate 83 to Canal Road. We need to keep Dover unique and capture the history.

The next meeting will begin with discussing what information has been collected and proceed into a discussion on what vision members have for the business community over the next 30 years. Also how this vision will include the Borough and the School District.

I/CDC meetings will be advertised for the 4th Wednesday of every month at 4 PM in the Meeting Room of the Dover Township Municipal Building. This is a volunteer committee so there will be no hardship if you cannot attend a meeting. Chair Patterson asked to have Manager Oswalt send out an Outlook reminder of the meetings.

The meeting was adjourned at 6:00 PM by R. Stone and seconded by R. Wright.

Respectfully submitted by: _____
Trena M. Hall, Recording Secretary