

DOVER TOWNSHIP
INDUSTRIAL COMMERCIAL DEVELOPMENT COMMITTEE
OCTOBER 26, 2016

The Dover Township Industrial Commercial Development Committee (I/CDC) meeting for October 26, 2016, was brought to order at 4:00 PM by Supervisor Stephen Parthree in the Meeting Room of the Dover Township Municipal Building. Committee members present were Ashley Spangler, Senior, Ashley Spangler, Junior, Michael Cashman, Charles Benton, Michael Curley, Shane Patterson and Kim Hogeman. Peggy Bishop, John Popovich and Kathy Herman were present. *Brian Caden and Robert Wright were absent.* Township Representatives in attendance were Laurel Oswalt, Township Manager; Stephen Parthree, Township Supervisor; Georgia Sprenkel, Township Zoning Officer and Tiffany Strine, Recording Secretary. This meeting has been recorded for minute purposes only.

APPROVAL OF THE AUGUST 24, 2016 MEETING MINUTES

Motion by A. Spangler, Senior and seconded by Kim Hogeman to approve the AUGUST 24, 2016, I/CDC meeting minutes, as presented. **Passed** with 8 ayes

PUBLIC COMMENT

None to note.

UPDATE OF FIBER OPTIC LINE

Manager Oswalt stated that she has reached out to Attorney Cohen regarding the York County Economic Alliance (YCEA) and YCEA expressing interest in having a feasibility study done to determine the costs and benefits in pursuing an outside data provider to run fiber optic within York County, thereby creating competition and reducing the cost of the service. In addition, Manager Oswalt informed the committee that she participated in a meeting with Comcast regarding fiber optic in Dover Township and provided the committee with updates following the meeting. Manager Oswalt stated that she had supplied Comcast with a listing of businesses within the Township that may highly benefit from such a high level of internet service.

After further conversations and meetings with both Attorney Cohen and Comcast, Manager Oswalt informed the committee that it does not prove to be cost efficient for the Township to further pursue this avenue. By furthering into the Fiber Optic Lines venture, the Township would possibly incur added annual expenses and would need to consider adding personnel to the Township to solely maintain this endeavor.

PA MEDIA GROUP SERVICES

The committee was previously provided with information obtained regarding the PA Media Group and their services that they offer. The PA Media Group offers comprehensive advertising solutions for companies large and small through distinguished brands Penn Live and

The Patriot-News. The PA Media Group is digitally-focused, from delivering the news to help its clients advertise. The Group constantly monitors data and uses the best practices to provide the best services for their readers and their advertisers with many advertising solutions.

Manager Oswald provided suggestions to the committee of practices that can be created and implemented in-house that provide similar benefits to the PA Media Group. Manager Oswald suggested the committee determine target audiences within the community, creating and then instituting a message the I/CDC would like to extend to these audiences. Some essential groups to be considered were local commercial builders, business owners, professional practices, agencies and retailers.

The topic of promoting local business and sponsoring the business's content in the form of an article on the Township's website was discussed. An article may be featured about a new local business and the experience the business had with locating to the Dover Community. At the current time; the committee decided to reach out to the newest Dover Township business, Brewvino.

BUSINESS QUESTIONNAIRE

Manager Oswald inquired with the committee for their ideas regarding the distribution of a Dover Township Business Questionnaire. This form would help to better examine and condense business sectors to focus on and promote within the Township and then create strategies for those areas.

Another idea the committee is going to expand upon is the institution of districts within the Township. The goal being, to establish and market various districts that would apply to various localized areas of business. Examples of these being a historic district or retail district. By establishing districts, marketing of these areas could prove more favorable and help to promote grants especially with a Main Street Program. This institution; Pennsylvania Downtown Center Main Street Program, will assist in aiding the Township as to where to direct certain businesses and to determine what work best for the Township's community in the same respect. The Main Street Program is a comprehensive, community-based approach to revitalizing downtowns and central business districts. The Pennsylvania Downtown Center serves as the official State Coordinating Program for the Main Street Program, while the Pennsylvania Department of Community and Economic Development provides the funding and management of the Main Street Program.

OTHER BUSINESS

The committee discussed their meeting schedule regarding the upcoming holidays. It was collectively decided amongst the committee to cancel the Wednesday, November 23rd, 2016 meeting. It was decided to cancel the normally schedule Wednesday, December 28th meeting and to reschedule the December meeting to Wednesday, December 14th, 2016.

The meeting was adjourned at 5:35 PM by Chairman Shane Patterson.

Respectfully submitted by: _____

Tiffany Strine, Recording Township Secretary