

**DOVER TOWNSHIP**  
**INDUSTRIAL COMMERCIAL DEVELOPMENT COMMITTEE**  
**DECEMBER 14, 2016**

The Dover Township Industrial Commercial Development Committee (I/CDC) meeting for December 14, 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 Brian Caden, Michael Cashman, Charles Benton, Shane Patterson and Kim Hogeman. Peggy Bishop, John Popovich and Kathy Herman were present. *Michael Curley, Ashley Spangler, Senior, Ashley Spangler, Junior and Robert Wright were absent.* Township Representatives in attendance were Laurel Oswalt, Township Manager; Stephen Parthree, Township Supervisor; Charles Richards, Township Supervisor; Nathan Stone, Township GIS and Tiffany Strine, Township Secretary. There were two members of the public present. This meeting has been recorded for minute purposes only.

**APPROVAL OF THE OCTOBER 26, 2016 MEETING MINUTES**

**Motion** by Kim Hogeman and seconded by Charles Benton to approve the October 26, 2016, I/CDC meeting minutes, as presented. **Passed** with 8 ayes

**PUBLIC COMMENT**

Chairman Patterson introduced a special guest to the committee meeting. Robert Dentler; Dover Borough Mayor, was present this evening and gave a brief introduction to his role within the Borough.

**APPROVAL OF INCLUSION OF CARLISLE ROAD COMMERCIAL SITE TO BE LISTED ON THE TOWNSHIP WEBSITE AS A PRIORITY PARCEL**

Manager Oswalt informed the committee that the commercial parcel of land located on Carlisle Road was donated to Habitat for Humanity and consists of 21.52 acres of commercially zoned, raw land, located along Route 74 just north of Dover Borough. The current traffic count at the site is approximately 10,500 vehicles per day. The site offers two access points on Carlisle Road. Zoning in this location allows for multiple commercial and agricultural uses. The site offers access to a population of over twenty-two thousand (22,000) within a three (3) mile radius and eight thousand seven hundred (8,700) households. Utilities to this property that are readily available include public sewer, public water, gas and electricity. Request is being made by the property owner to include this property to be listed on the Township website as a priority parcel.

**Committee consensus was reached and it was decided to approve the inclusion of the Carlisle Road commercial site to be listed on the Township website as a priority parcel.**

**DOVER TOWNSHIP GOLF COURSE OWNED PROPERTY**

**Motion** by C. Benton and seconded by B. Caden to approve the removal of the Dover Township owned Golf Course Property from the Township website listing of priority parcels, as presented. **Passed** with 8 ayes

### **LINKEDIN CAMPAGINS/SPONSORED CONTENT ARCTICLES/ARTICLES WERE PLACED ON THE WEBSITE/LINKEDIN**

Manager Oswalt stated that as part of the PA Media Group's Marketing Strategies that were previously presented to the Township, conducting LinkedIn Campaigns and publishing articles were mentioned as ways to generate interest. Manager Oswalt stated that she has used her personal LinkedIn page to publish two articles that were taken from the Township website. Manager Oswalt provided the committee with the articles and the analytics that indicate who viewed the documents that were posted. Manager Oswalt added that she will be continuing to add articles over time as well. Future publications may include: Priority parcel availability, demographics and an article promoting Brookside Park as a place to hold corporate trainings, retreats and picnics.

C. Benton added that by utilizing this specific business based social media outlet, it will help with greater outreach for Township growth and development.

The committee discussed the idea to further pursue the LinkedIn community utilizing the Township Manager's account versus creating the Township's own account.

**Motion** by C. Benton and seconded by K. Hogeman to approve a trial period of several months to utilize the Township Manager's LinkedIn social media account to promote Township business, as presented. **Passed** with 8 ayes

The committee discussed the creation of a LinkedIn account solely created for Dover Township. By doing so, the committee feels as though it can brand and build the Township's own solid LinkedIn business network for furthering business communication with the public. This will help solidify and establish the Township's own articles and topics along with the opportunity for committee members to post valuable information.

**Motion** by M. Cashman and seconded by K. Herman to approve the creation of Dover Township's own LinkedIn social media account now to reserve the Dover Township LinkedIn social media account name, as presented. **Passed** with 8 ayes

### **DISCUSSION REGARDING BRANDING OF COMMERICAL DISTRICTS ALONG ROUTE 74**

K. Hogeman has researched and presented the committee with a great deal of material on the topic of branding commercial districts; however, she had to make an early departure from this meeting and was not able to be present for this agenda topic. Chairman Patterson announced

that he is tabling the agenda topic of discussion regarding the branding of commercial districts along Route 74 until the following committee meeting.

**OTHER BUSINESS**

Manager Oswald informed the committee that Robert Wright has resigned as the Industrial/Commercial Committee's Vice Chairman and will no longer be serving on the committee.

The meeting was adjourned at 5:15 PM by Chairman Shane Patterson.

Respectfully submitted by: \_\_\_\_\_

Tiffany Strine, Recording Township Secretary