

Meeting Minutes
Economic Development Joint Public Meeting
Kennett Township and Kennett Borough
6:00PM, January 29, 2018
Kennett Township Public Meeting Room

Call To Order-Borough of Kennett Square:

Myers called the special meeting of Borough Council to order at 6:07PM. Pledge of Allegiance.

Roll Call:

Kennett Borough	Kennett Township	Historic Kennett Square
LaToya M. Myers	Scudder G. Stevens	Mary Hutchins
Ethan L. Cramer	Whitney S. Hoffman	Nate Echeverria
J. Douglas Doerfler	Dr. Richard L. Leff	Tom Sausen
Jamie Mallon	Lisa M. Moore	
Brenda Mercomes		
Wayne Braffman		
Peter L. Waterkotte		

Adoption of Agenda:

Mallon made a motion to adopt the agenda. Motion seconded by Waterkotte.

Discussion:

Doerfler commented confirming that everyone had the same version of the agenda.

Motion carries unanimously.

Suspension of Rules:

Cramer made a motion to suspend the rules to allow Scudder Stevens to preside over the meeting, allow him to determine speaking privileges and informal discussion and to allow him to adjourn the meeting. Motion seconded by Waterkotte.

Discussion:

Myers commented that this would include everything except any votes that Borough Council would need to take.

Motion carries unanimously.

The meeting was turned over to Chairman Stevens who welcomed everyone to Kennett Township for the Joint Meeting of Kennett Square Borough Council and Kennett Township Supervisors and gave a special welcome to the citizens of the area who were in attendance and thanked them for attending.

Call to Order-Kennett Township:

Stevens called the special meeting of Kennett Township to order at 6:14PM.

Adoption of Agenda:

Hoffman made a motion to adopt the agenda. Motion seconded by Leff.

Motion carries unanimously.

Public Comments:

Stevens noted that it is customary in Kennett Township meetings that the public have the opportunity to comment on topics as they are being discussed and will follow the same order for this meeting. Stevens asked that if anyone would like to speak, they raise their hand.

Stevens asked if any members of the public had any initial comments, there was no response from the public.

Background:

Mary Hutchins, Executive Director of Historic Kennett Square presented an overview of Historic Kennett Square, its work in the community and Economic Development history.

Tom Sausen, Vice President of the Board of Directors for Historic Kennett Square presented an overview of the process of the development and implementation of the Economic Development Study, which led to the hiring of a joint economic development director.

Discussion:

Cramer noted that the term of the Memo of Understanding (MOU) between the Borough of Kennett Square, Kennett Township and Historic Kennett Square expired at the end of December, 2017 and should be reconsidered by both municipalities and Historic Kennett Square.

Top Priorities:

Stevens reviewed the top priorities that were originally created and distributed at the Joint Council and Supervisor Meeting on January 30, 2017 which included:

- Work force housing
- Digital Infrastructure
- Ongoing Integration of Borough and Township efforts
- Transportation, i.e. intra-Borough and Township
- Work force training and re-development, i.e. plan for changes in Mushroom industry
- Grow sustainable tax base
- Develop long term model for increased infrastructure costs
- Attract the arts

Cramer reviewed a draft document that he created describing: it is a more formalized version of the joint statement of economic development and the core values and goals that could be considered for adoption by Borough Council and Township Supervisors.

Bruffman made a suggestion that under 2A, the word “Environmental” be added to the statement so it reads “Economic and Environmental Sustainability”.

Mallon commented that under 1D, growing good jobs and 2A, economic sustainability there are no priorities linked directly to economic development.

Role of HKS:

Sausen described the current model and how it has expanded noting that the collaborative partnerships between HKS, the Township and Borough has been recognized from other municipalities and the County. Sausen noted that it is the overall feeling of HKS that how things are working now is going well.

Hutchins described the day to day operations of economic development in the past vs.s how it is being done now and how she sees it working moving forward.

Sausen commented that one of the reasons HKS was chosen to house and oversee this new position is because HKS is a separate entity from the Borough and Township and already had an economic development role.

Hoffman, Hutchins and Moore commented on economic development in the Township and how the Township will be incorporated into the practices that were historically done in the past.

Hutchins commented on the role of HKS noting that HKS takes care of the payroll, deductions and reimbursements; mainly an administrative roll.

Stevens asked if there is anything that either municipality would like to ask of HKS moving forward to make everyone more comfortable moving forward. Cramer responded that he would like to see that roles are very clear and make sure Echeverria has everything that he needs. Cramer commented that a clear line of what type of Economic Development matters Hutchins will handle verses what Echeverria will handle would be beneficial; noting that although Hutchins has done an amazing job with the development of downtown businesses, her forte is not working with developers and other aspects of Economic Development.

Echeverria commented that he is never going to take all of the risk out of a development proposal and that he sees his job more of a coach.

Discussion between the groups continued discussing reporting structure and organizational charts. The group discussed empowering Echeverria to do the work that he was hired to do with the guidance of the priorities that were given to him.

The group discussed the importance of HKS in the economic development process and that Echeverria will continue to report to Hutchins administratively and work with Moore and Scalise on a day to day basis. The reporting structure was also defined as reporting to Hutchins but being deployed to Moore and Scalise.

Myers commented on the role of HKS and that it needs to take into not only take into account the needs of developers and business but also the residents.

Myers noted that she does not believe that Moore and Scalise should sit on the HKS Board due to their duties in their job responsibilities noting that it can get messy as there can be a conflict of interest between the needs of what is best for the residents compared to what is best for the membership of the HKS members. Moore noted that she believes it is best to have a seat on the Board of HKS is to protect the interest of the Township (Borough).

The group discussed the proposed organizational chart and what it should look like. It was decided that Historic Kennett Square, Scalise and Moore will work on a couple different models and present it to the group for comments.

Role of Nate Echeverria:

Stevens opened up the floor on the topic of the role of the Economic Development Director but first asked Echeverria for his initial thoughts on his job responsibilities.

Echeverria presented examples of how he sees his position formulating noting he sees the main goal is to educate both sides and not in any decision making capacity. Echeverria noted that another important part of the job is planning and ensuring things like codes and zoning are in place. Echeverria used the example of Ways Lane as an option of how his role could work in the progression of that property.

Echeverria commented on the reporting structure noting that it is not abnormal to have a third party overseeing Economic Development and that he feels he is reporting to Hutchins, Moore and Scalise and it has been working out great.

The group discussed the differences between supervising and reporting as it pertains to disseminating information and how to best set Echeverria up to be empowered in his position.

There was no change made to the reporting structure or the role of the Economic Development Director. The group discussed and decided to meet jointly on a quarterly basis and Echeverria will attend Council and Supervisors meetings monthly.

Luis Tovar, Borough Resident and the President of the Borough's Commission on Latino Affairs commented on the discussions noting that affordable housing needs to be focused on.

Economic Development Priorities:

Stevens opened up the floor to discuss the priorities that the group wants to give Echeverria to move forward noting that it was discussed earlier to incorporate the Goals and Core Values that are reflected into the Mission and Vision Statements as part of these goals.

Cramer commented that he believes priorities are an ongoing conversation but Transportation should be a priority for an example a jitney between Kendal and Giant however he feels the current list as written will eventually shift and maybe it's best to stick with that list for now and revisit it in the future as Echeverria has had time to get established.

Stevens commented that he does not want to leave Echeverria wondering what he wants to do and if there are any suggested changes to the list, now would be time to do it.

Mallon commented that preserving what we have in Kennett Square is important and is not on the list and a quick track list for developers would also be important.

Mercomes asked if the priority list is in priority order, it was noted that it is not.

Cramer commented on a proposal that he will be submitting to Borough Council in regards to an Economic Development Policy.

Echeverria commented on tactics verses priorities and how they will play out in his work noting that 70% is supporting work to set up the bigger priorities.

Mercomes commented that she believes there should be a date or timeframe set to the goals. Moore responded that she believes that is something that Echeverria could outline when he is working on his planning. Leff commented on the differences of goals and priorities.

Bruffman asked Echeverria if the outline that has been given to him is enough direction. Echeverria responded that what was given to him along with supporting documents like the comp plan will guide him along with constant feedback from everyone.

The group discussed allowing Echeverria develop his strategy/work plan with the information that has been provided to him and come back to the group for input.

Doerfler commented that it will be important to note what out of the goals/priorities are not in his control and what can or cannot be accomplished.

Leff commented that Echeverria is one person but noted there are a lot of volunteers in the community as well as municipal staff that can be helpful in his tasks.

Comments and Announcements:

Public Comment:

Kate Uhler commented that she appreciates everything that was said tonight and commented on the term “workforce housing” and feels it should be “affordable housing” as there is more than just an economic value to housing. Uhler commented on finding other ways to communicate, educate and interact with residents as everyone does not have the same way to access information.

Hoffman commented that she is open to hearing ideas on how to make sure people are aware and get them involved. Leff commented that moving the venue around in the future could also be helpful in the future.

Adjournment:

The next meeting will be held on Monday, April 30, 2018 at 6pm in the Kennett Township Public Meeting Room.

Mallon made a motion to adjourn. Hoffman seconded the motion.

Motion carries unanimously.

Meeting adjourned at 9:15PM

**Respectfully Submitted,
Michael OBrien
Kennett Township**