

MIDDLE SMITHFIELD TOWNSHIP ECONOMIC DEVELOPMENT COMMITTEE

January 14, 2013

6:30 p.m.

In accordance with Act 98, 1998; Prior to the Economic Development Committee vote on any matter, the chairperson will allow for public comment on that particular item. Individuals wishing to be heard at that time please indicate so by raising your hand, and the Chairperson will recognize you... Cell Phones should be turned off when entering the meeting room.

1. Call Meeting To Order
2. Reorganization: Chair, Vice Chair, Secretary
3. Approval of Minutes from December 10, 2012
4. Public Comment:
5. Committee Reports:
 - a. Sign Ordinance Committee: Update on progress
6. Old Business
 - a. Vision/Mission Statement: Review, values statement, workshop date
 - b. Survey project: Update, future survey ideas
 - c. Demographics: Tim O./Bob H.- Next steps plan for project
 - d. Business inventory/directory: Format, planning
 - e. Bulk email list: Update
 - f. School Board presentation: Review
 - g. Future seminars/workshops:
 1. Advertising: Status: Ed/Noreen, select date, details
 2. Home Based event:
 3. Social Networking: Location, date, planning Bob Hetu
 4. Future events pending:
 - a. Commissioners, School Board and Rep. Brown: January
 - h. NPS: John Donahue, later in spring
 - i. Welcome Packet: Project timetable, coordinator
 - j. Supervisors update: Report
 - k. Other

7. New Business

- a. Shop Local campaign
- b. Dine around town
- c. Chamber Expo, use of Chamber membership
- d. Business Association: Next steps, expand townships?
- e. Other

8. Dates to Remember

- a. **EDC Meeting:**
February 11, 6:30 p.m.
- b. **Board of Supervisor Meetings:**
January 24, 7 p.m.

9. Public Comments

10. Adjourn



Middle Smithfield Township
EVENT PROPOSAL

_____ Date submitted

Who: _____
which committee/board/commission is proposing the event?

Contact information: _____
(name, email, phone)

What: _____
Brief description of the event

When: _____
Proposed date of the event. Please check with the receptionist to make sure the tentative date of your event is available if you are proposing to use the Banquet Hall or an MST Park.

Where: _____
Where will the event be held. If at the Banquet Hall or Park, please fill out the appropriate form and attach to this one.

How Much: _____
How much will this cost the township, OR what township resources will you need?



Middle Smithfield Township
EVENT PROPOSAL

Economic Development Committee: Event Metrics

- What is the goal of the proposed event?

- Which Initiative does this event support?

- Expanding Existing Businesses
- Attracting New Businesses
- Awareness of MST and/or EDC

- Metrics: How will the success of this event be measured?
What is the impact of the event on the local economy?

- Funds into the local economy?
- Jobs created?
- Peripheral effects?

Middle Smithfield Township a look at 2013



Overview

Our Mission and Vision

- **General Government**

- Administrative and Human Resources
- Communications
- Utility efficiency

- **Operations**

- Zoning
- Engineering
- Sewer
- Legal

- **Public Works**

- Roads
- Recycling
- Spring Clean Up enhancements

- **Boards, Committees & Commissions**

- Golf Advisory Committee
- Economic Development Committee
- Historical Commission
- Parks and Recreation
- Litter and Beautification



Vision Statement

We will restore the pride to Middle Smithfield Township.

By the end of the decade, we will be the model township of the Poconos, a most desirable place to live and work with a vibrant Main Street we can all be proud of.

Middle Smithfield Township is in an important transition period right now – we need dedicated employees and volunteers now more than ever.

Our goals for 2012 were:

- **Repair** the Relationships.
- **Rebuild** the Trust.
- **Renew** the Commitment.
- **Restore** the Pride.



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Our goals for 2013 are:

- **Reinvention!**
- **Evolution Evolve!**
- **Solution Solve!**



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 - Administrative and Human Resources
 - Communications

- **Operations**
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 - Spring Clean Up enhancements

- **Boards, Committees & Commissions**



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Overview

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 - Administrative and Human Resources
 - Communications

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 - Sewer

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 - Spring Clean Up enhancements

- **Boards, Committees & Commissions**



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General Government

- **Administrative and Human Resources**
- **Communications**



General Government

- **Administrative and Human Resources**
 - Updating to best practices:
 - Limit accrued time and pay out old accrued time
 - Migrate to pro-rating instead of anniversary date
 - Issue Management System (Ticketing System)
 - Employee and Committee training
 - E.g., Planning Commission, Zoning Hearing Board
 - ESU Intern Program



General Government

- **Communications**

- New Website
- Advanced Social Media
- Text Messaging
- Newsletter
(electronic and paper)
- New VOIP phones
- Emergency Communication Plan

Mission Statement

Shutts Smithfield Township is committed to continuously improve the quality of life for our citizens and improve the business environment for our enterprises through creative leadership, proactive personnel and collaboration.

We encourage our residents to participate in their own local government by providing transparency, information, and excellent communication.

We make every effort to

- balance a healthy environment, and
- preserve our history and natural resources while
- promoting economic growth.

We will foster trust through honesty, transparency, fairness, and equity and ensuring our taxpaying usage satisfaction.



Operations

- **Zoning**
 - Zoning Ordinance
 - Subdivision and Land Development Ordinance
- **Engineering**
 - Capital Improvements (more in public works)
- **Sewer**
 - Collections
 - Capital Improvement
 - Consistency
 - RFP for Treatment Plant Operator



Public Works

•2013 Road Paving Projects

Road	Action
Mount Nebo Road:	base course and paving
McCole Road:	widen blind spots, base course and pave
Keystone Drive:	widen shoulders and pave
Hidden Lake Road:	tar and chip
Timothy Lake Road:	complete remaining pave (500'+)
Brushy Mountain Road (partial):	pave
Chateau Road:	pave



Public Works

•2013: Public Works Projects

Area	Action
Cold Springs:	storm water piping
Winona Falls:	widen shoulders
Big Ridge Drive:	piping at Bridge 2
Big Ridge Drive:	pier replacement
Community Drive:	retaining wall
Tom X/Village Drive:	HOP improvements
Barren Road:	storm water piping
Wooddale Road:	shoulder widening
Parks:	pavilion, landscaping, signage



Boards, Committees, and Commissions

- **Golf Advisory Board**
- Economic Development Committee
- Historical Commission
- Parks and Recreation Board
- Litter and Beautification



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Golf Advisory Board

- **Marketing**
- **Sales**
- **Administrative**
- **Pro Shop**
- **Grounds**



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Golf: Marketing

How to Reach those Goals:

- Increase marketing **reach and frequency** to raise awareness
 - particularly outside of Pocono area (*regional and niche markets*)
 - Signage
- **Public Relations:**
 - Sponsor events such as Hero's Day, MST Day, Media Day, Recreational Industry Day
- **Relationships**
 - such as the Bushkill Inn & Conference Center, PARC, etc.
 - Loyalty program
- **Web enhancements**, search engine optimization
 - Expand social media.



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Golf: SALES

Goals:

Increase by 10% across the board:

- Membership
- Rounds Played
- Outings/Tournaments



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Golf: Pro Shop

Goals:

- Increase profit
- Increase volume
(sales of food and beverage)



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Golf: Pro Shop

How to reach those goals

- **Increase Efficiency**
 - Replace Point Of Sale system to improve activity/operational reporting.
 - Less waste
- **Increase Customer Service**
 - Create job descriptions for all positions.
 - Develop dress code for personnel that interface with public.
 - Improve staff training/coordination of activities.
 - Expand bar services.



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Golf: Community

- **PARC:** Pocono Area Running Club
- **Thanksgiving Non-Profit event**
- Memory Makers
- Etc.



Boards, Committees, and Commissions

- Golf Advisory Board
- **Economic Development
Committee**
- Historical Commission
- Parks and Recreation Board
- Litter and Beautification



Economic Development Committee

2013 Goals

- Develop Shop Local ~ 3/50 Project
- Expand contacts and database
- Develop demographics materials
- Township map with business connections
- Business Directory for Middle Smithfield Township
- Establish Business Association for Middle Smithfield township businesses



Economic Development Committee

2013 Proposed Events

- Participate in PM Chamber Expo Spring 2013
- Advertising educational seminar for businesses
- "Using Social Media" seminar for businesses
- Home-based business event (s)
- Job Fair (s)
- Financing Business Expo
- Cash Mobs



Historical Commission

Mission: *(cont'd)*

- prepare appropriate **reports**
- cooperate with and advise the Board of Supervisors, the Township Planning Commission, and all Township officials and agencies in relation to the **preservation and restoration** of significant historical structures, sites, and natural features including the review of zoning and/or subdivision/and development proposals and building/demolition permit applications which have the potential to impact on historical resources;
- **GRANTS:** consider, promote, and with the approval of the Board of Supervisors, **apply for technical and financial assistance** from all appropriate local, county, state, federal, and other agencies in the preservation of significant architectural, natural, and historic sites within Middle Smithfield Township and report all related action to the Board of Supervisors;
- prepare and **submit an annual report** at year's end as well as a yearly agenda and budget to the Board of Supervisors for sums deemed necessary to carry out the objectives;
- cooperate with and advise Township officials regarding the possible **acquisition and use of significant historic structures and sites**, including their research and nomination to the National Register of Historic Places in accordance with the provisions of the National Historical Preservation Act of 1966, as amended;



Historical Commission

2013 Goals and 2013 Proposed Events:

- **First Quarter**
 - January: Have Historical Commission Ordinance ready to vote on
 - Brochure
 - Website
- **Second Quarter**
- June: Super History event
- July: 150th anniversary of Gettysburg.
- **Third Quarter**
 - Sept: Memory Makers (on a Saturday)
- **Fourth Quarter**
 - ?Holiday Event?
 - Year-end annual report to the BOS
 - Year-beginning plan and budget proposal to the BOS



Parks and Recreation

2013 Goals:

- Overall:
 - Create long term plan for each park
 - Complete revisions and updates to outdated engineered plans for Parks *(Conduct Survey)*
- By Park:
 - Judy Putek Park
 - Echo Lake Park
 - Resica Park



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Parks and Recreation

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- Overall:
 - Create long term plan for each park
 - Complete revisions and updates to outdated engineered plans for Parks *(Conduct Survey)*
- By Park:
 - Judy Putek Park
 - Echo Lake Park
 - Resica Park



Middleburg Heights Township
Planning & Administration
Resident Questionnaire

Name: _____
Address: _____
City: _____
State: _____
Zip: _____
Phone: _____
E-mail: _____

1. How do you feel about the current state of the parks in your neighborhood?

2. How do you feel about the current state of the parks in the township?

3. How do you feel about the current state of the parks in the county?

4. How do you feel about the current state of the parks in the state?

5. How do you feel about the current state of the parks in the country?

6. How do you feel about the current state of the parks in the world?

7. How do you feel about the current state of the parks in the universe?

8. How do you feel about the current state of the parks in the galaxy?

9. How do you feel about the current state of the parks in the solar system?

10. How do you feel about the current state of the parks in the Milky Way?

11. How do you feel about the current state of the parks in the Local Group?

12. How do you feel about the current state of the parks in the Virgo Supercluster?

13. How do you feel about the current state of the parks in the Laniakea Supercluster?

14. How do you feel about the current state of the parks in the observable universe?

15. How do you feel about the current state of the parks in the known universe?

16. How do you feel about the current state of the parks in the entire universe?

17. How do you feel about the current state of the parks in the multiverse?

18. How do you feel about the current state of the parks in the multiverse?

19. How do you feel about the current state of the parks in the multiverse?

20. How do you feel about the current state of the parks in the multiverse?

Parks and Recreation

2013 Proposed Events: Echo Lake Park

- Soccer Sign-Up: March and August, 2013.
- Create Sponsorship opportunities and programs for items such as Benches, Planters, then solicit sponsors
- Veterans Celebration or Acknowledgement: TBD.
- Community Picnic- TBD.



Parks and Recreation

2013 Goals: Resica Park

- Purchase/Install Replacement Grilles.
- Recondition/Reestablish Bocce Ball Area.
- Recondition/Reestablish Horseshoe Pit.
- Add 2 Additional "Baby" Swings.
- Redefine Walking Trails. *
- Refurbish/Reestablish Volleyball Area.*

Tentative, depending on Survey Results

- Construct Amphitheater
- Additional Piece of Playground Equipment- To Be Recommended.
- Construct Shuffleboard Court.*
- Construct or Purchase Chess & Checkers Board Tables.

*denotes possible Scout Project.



Litter & Beautification

Mission/Vision:

2013 Goals:

2013 Events:

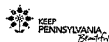


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Litter & Beautification

SAMPLE:

- Adopt a Road
- Flowerbeds
- Streetscapes
- Holiday Lighting



PREVENT IT | CLEAN IT | KEEP IT | GET INVOLVED

KEEP PENNSYLVANIA Beautiful
Department of Environmental Protection



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Stay Tuned!