

**WEST WHITELAND TOWNSHIP  
PUBLIC SERVICES COMMISSION  
REGULAR MEETING MINUTES  
May 5, 2021**

**CALL TO ORDER:**

The Public Services Commission regular monthly meeting was called to order at 6:33 p.m. Due to COVID-19, the meeting was held virtually via Zoom. The meeting was open to the public, and the link to join the meeting was listed on the agenda posted on the Township's website.

**MEMBERS PRESENT**

Brian Dakin  
Joe Roscioli  
Tim Hubbard  
Rob Hall  
Janice Gottesfeld  
Kevin Moore  
Liz Alakszay  
John Ceschan  
James Duffy  
Lee Ann Embrey

**TOWNSHIP STAFF**

Pam Gural-Bear, Assistant Township Manager  
Mimi Gleason, Township Manager  
Ed Culp, Assistant Director of Public Works  
Caroline O'Connor, Public Works Coordinator  
  
Rajesh Kumbhardare, Board of Supervisors Liaison

**PUBLIC COMMENT:**

Mr. Roscioli asked the status of the Exton Park project as well as the commercial development proposed at Ship Road and Route 30. Ms. Gleason replied that the commercial project received conditional use approval, but land development plans have not yet been submitted. The residential plan associated with the commercial plan also received conditional use approval and is currently under land development review. A groundbreaking ceremony is scheduled for Phase I of Exton Park on May 19.

**MINUTES:**

Mr. Roscioli and Ms. Gottesfeld made amendments to the draft minutes. A motion was made by Ms. Alakszay, seconded by Mr. Hall, to approve the minutes of the April 7, 2021 meeting, as amended. The motion was unanimously approved.

**OPEN DISCUSSION:**

**1. Development 101 Review**

Ms. Gural-Bear shared a draft video entitled "Development by Design" and requested feedback from Commission members. Ms. Gleason explained that the Township wants to have small-scale community discussions with residents and plan to use the video as an introduction to the discussions, and also post on the website to answer questions received from residents regarding the recent increase in development and traffic within the Township.

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Comments received from members on the video included:

- Mr. Duffy – the video provides a lot of good information but is a little too long and does not address where the new apartment dwellers and new jobs are coming from.
- Ms. Alakszay – too much repetition and some topics seem to be out of sequence (importance of historic structures should appear at the beginning of the video).
- Ms. Gottesfeld – agreed that there was too much repetition; does not address where new residents and jobs are coming from; found the background music annoying.
- Mr. Roscioli – liked the maps but pointed out that one did not point North. The transition from one topic to the next was not smooth; he suggested a sprinkling of pictures throughout of residents engaging in fun activities.
- Ms. Embrey – the overall impact does not resonate with the Township; not a fair representation of traffic; makes blanket statements without documentation to back it up. She likes the idea of a video but feels it's missing the mark.
- Mr. Hall – felt the video would be boring to the target audience.
- Mr. Dakin – felt the video was very informative but was missing the element of empathy. For residents who are upset with the increased development, the video will not make them more comfortable. Also, the rapid fire method with which the video imparts information makes it difficult for residents to catch everything. He suggested having links to various studies for those seeking more information on various topics.
- Mr. Ceschan – felt the video was good overall but agreed with other members' suggestions for improvement.
- Mr. Moore – also agreed with suggestions for improvement and breaking out the various topics with links to learn more on each topic.

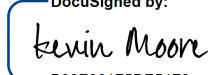
General discussion continued with members pointing out that new residents are important in supporting the existing commercial developments, which in turn help to keep taxes low. It was suggested that a comparison of taxes paid by residents in municipalities without commercial development be made to help West Whiteland residents understand the importance of a vital commercial environment and the population needed to support those businesses.

Ms. Gleason thanked the members for their valuable feedback.

**ADJOURNMENT:**

Mr. Roscioli made a motion, seconded by Mr. Ceschan, to adjourn the meeting; the meeting adjourned at approximately 7:40 p.m.

Respectfully Submitted,

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Kevin Moore, Secretary