

MALVERN BOROUGH
January 20, 2021
COMPREHENSIVE PLAN TASK FORCE MEETING
7:30 P.M.

1. Call to order

Chris Mongeau, Chair, called the meeting to order at 7:30pm. Minutes were taken by Alicia Marziana.

Comprehensive Plan Task Force

Chris Mongeau, Chair
Dave Knies, Ph.D., Vice-Chair
Helise Bichfskey, DO
Joe Bones
Amy Finkbiner, Ph.D.
Danny Fruchter
Fran Givnish
Cathy Raymond, Esq.
Julie Raynor
Brian Walker
Zoe Warner, Ph.D.

Staff & Professionals

Christopher Bashore, Borough Manager
Alicia Marziani, Admin Assistant
Meredith Mayer Braine, Brandywine Conservancy
Kate Clark, Chester County Planning Commission
Sarah Sharp, Brandywine Conservancy
Grant DeCosta, Brandywine Conservancy

Absent

Tiffany M. Loomis, Assistant Manager & Zoning Officer (Excused)

2. Minutes

Chris M asked the committee if they had any comments or revisions on the minutes from the December 16th 2020 meeting.

Grant DeCosta, from the Brandywine Conservancy commented that it was Sarah Sharp who attended the last meeting, not Grant. Chris Bashore, Borough Manager, stated that he made a note to change that.

David Knies, Vice-Chair, commented that the English needs to be fixed prior to meetings. Alicia Marziani, Admin Assistant, stated that she will be doing the minutes for the next few meetings and made note.

The committee voted to approve the December minutes as amended during tonight's meeting.

3. Survey Questions and Mailing

Chris M opened by thanking the subcommittee for their time and effort on the questions at hand. Meredith Mayer Braine, Brandywine Conservancy, also thanked committee as well.

Chris M handed the floor over to Meredith who will go through the questions and ask the committee to make edits. The hope is to get survey launched as soon as possible to public.

a. Survey Questions

Meredith opened the discussion this evening by going through each questions and gathering input from the committee.

Chris M commented on the last option for question two regarding people who don't live or work in the Borough. The committee responded in that a number of non-residents may be interested in taking this survey

Meredith noticed there were a number issues with a few of the questions. She will take care of that.

Brian Walked asked for clarification on question four regarding a write in response. The committee responded that yes, it is a write in for how many individuals you have within that age group. He also commented on moving some of the like-questions together instead of spacing them out in the survey.

Dave commented on question regarding bikeability as Borough service.

Danny commented on the wording and meaning on the question regarding non-pandemic activities. The committee decided to change the wording to make it less confusing. Meredith expanded on why this information was relevant to the survey for planning reasons.

Danny Fruchter commented on adding a cultural-inclusive related response to question about Malvern's future. Dave commented that this survey is for land use, not social used of the Borough. Helise added that it may be more relative at another time.

Dave commented on the Drive Thru option on the question relating to King Street businesses. Meredith commented that its helpful information for planning reasons and this data will help later on down the line. Danny commented that this is not something he wants to see in the Borough. Grant commented that while nobody on the call liked this option, there may be others in the community that desire it. Chris B also stated that we do have to it allowed in our zoning.

Danny commented on the question regarding limiting parking on streets. Joe Bones stated that the subcommittee worked hard for hours on these questions and thinks it should stay as is.

Danny commented on the wording of questions regarding on what Malvern should focus on.

Helise Bicheskey commented on having people submit their personal information at the end of the survey on the web edition.

b. Mailing

Meredith talked about the two mailing options that are laid out before the committee this evening. Option one is mailing a post card with information on how to take the survey online. For those who need a hard copy, they can request one through Meredith's office. Option two is mailing a hard copy to each property in the Borough.

Danny commented on only sending one per household. Stated that only one person will complete the survey. Joe Bones replied that we should encourage all members of the household to complete. Amy asked that Meredith run through the mailing options. She stated that option one is sending a postcard with an advertisement for survey. Residents would be able to request a hard copy if they do not have a computer. The second is mailing a hard copy of the survey to each household with return envelop.

Dave asked if there was a way to create a set up for people to use a computer. Chris responded that the building is closed to people and no computers are allowed to be used right now.

Amy Finkbiner asked if there was a way to place hard copies of surveys around the Borough for people to grab or placing flyers around with the information. Alicia commented that she was already in talks with the Borough Manager regarding the marketing of this survey to increase visibility.

Zoe Warner commented that other surveys have sent emails to people more than one reminding them to complete the survey. Alicia commented that she will create a campaign

to get survey out via constant contact, the Boroughs-wide email. This includes creating “blasts” which will go out once a week, as well as sharing it on social media across all committees and on the Boroughs website. Helise added that Alicia handles all of the social media and marketing for the Parks and Recreation Committee as well as the Borough and does an excellent job.

The committee voted 9 to 11 to send the first option of the postcard that will advertise the survey online as well as inform those who want a hard copy to reach out to Meredith’s office. The committee also voted 11 to 0 that they will encourage multiple responses from the same address.

4. Vision

Meredith stated that Jennifer Reitz, from the Thomas Comitita Association, is set to start working on planning, vision, and goals at the next meeting. She asked the committee if the committee wanted to wait until the survey responses are in to start working on this. She stated in a prior meeting they wanted this to be data driven so having the date would be helpful. The committee voted 9 to 2 to push this meeting back until the date from the survey was in to create an informed response. Meredith stated this will be tables until May when the date is in.

5. Review Background Maps for the Plan

Meredith commented that since we have pushed the vision meeting topic to May when the date is in, that the committee will spend the next meeting in February on working on the maps. This would allow for more time to spend on this topic.

6. Public Comment

Chris opened the floor to the committee and public to see if there were any comments at this time.

Danny commented that he would like to continue the conversation on cultural and economic diversity in regards to this committee.

Danny asked is Grant was taking over for John. Grant replied that is he is now the point person from The Brandywine with John officially retired, but will be involved at times.

Alicia asked to meet with Meredith to go over administrative aspects of the survey and distribution.

7. Adjourn

Chris Mongeau adjourned the meeting at 9:05pm. The next meeting is scheduled for February 17th, 2021 at 7:30 p.m. via Zoom.