

1. CALL TO ORDER

COMPREHENSIVE PLAN TASK FORCE PRESENT:

Dr. Helise Bichefskey, DO
Mr. Joe Bones
Dr. Amy Finkbiner, Ph.D.
Mr. Danny Fruchter
Mr. Fran Givnish
Dr. Dave Knies, Ph.D. (**VICE-CHAIRMAN**)
Mr. Chris Mongeau (**CHAIRMAN**)
Ms. Cathy Raymond, Esq.
Ms. Julie Raynor
Mr. Brian Walker
Dr. Zoe Warner, Ph.D.

ABSENT:

None

Staff & Professionals Present:

Mr. Christopher Bashore, Borough Manager
Ms. Meredith Mayer Braine, Brandywine Conservancy
Ms. Kate Clark, Chester County Planning Commission
Ms. Tiffany M. Loomis, Assistant Borough Manager & Zoning Officer
Ms. Jennifer Leister Reitz, Thomas Comitta Associates
Ms. Sarah Sharp, Brandywine Conservancy
Mr. John Theilacker, Brandywine Conservancy

2. CALL TO ORDER & APPROVAL OF COMPREHENSIVE PLAN TASK FORCE FOR OCTOBER 21, 2020 AND NOVEMBER 18, 2020

Chairman Chris Mongeau called the meeting to order

Mr. Danny Fruchter requested that changes be shown as revisions are done to the minutes going forward. Malvern Borough show all mark-ups in meeting minutes moving forward.

Both the minutes from October 21, 2020 and November 18, 2020 were approved by the Comprehensive Plan Task Force and will be placed on the Malvern Borough Website. Chairman Chris Mongeau asked if there were any objections and there were none.

Chairman Chris Mongeau asked that he and Mr. Christopher Bashore be contacted directly if any members of the Comprehensive Plan Task Force want to make inquired to the hired Consultants.

Additionally, Chairman Chris Mongeau asked the Comprehensive Plan Task Force asked everyone to respond directly to emails and not the reply all button.

3. REVIEW OF COMMUNITY PLANNING SURVEY QUESTIONS AND TASK FORCE INPUT

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The Malvern Draft Community Planning Survey Questions have been attached for reference, as well as the revisions that occurred due to the meeting discussion – Attachment #1 & Attachment #2.

Ms. Meredith Mayer Braine reviewed the survey questionnaire question by question that was presented to get a consensus if the questions should be included in the survey or not. She explained the purpose and intention of the survey is to reach a broader group of individuals.

Mr. John Theilacker explained the visioning process to be held in April/ May 2021 and how the survey will allow everyone to better shape the goals that will be included in the Comprehensive Plan Revision. The survey is expected to be held online.

Dr. Dave Knies, Ph.D. asked if the survey could be sent out with the sewer bills.

Mr. John Theilacker responded that responses to tabulate the results will take longer if a hard copy of the survey is sent, however it can be done. He summarized that online surveys are tabulated very quickly regarding the results.

Dr. Dave Knies, Ph.D. addressed that online surveys in the past have had a tepid response and is in favor of multiple ways to get the survey in people's multiple hands.

Ms. Julie Raynor expressed that conducting the survey multiple ways is a more engaging platform to include the Community.

Dr. Helise Bichfskey, DO addressed that renters will be missed in the survey, as well as people who do not use a computer.

Ms. Cathy Raymond, Esq. is in agreement to cast the Borough's net as broadly as possible to get as many survey's completed as possible.

Chairman Chris Mongeau directed Ms. Meredith Mayer Braine to include as many survey methods/forms as possible to get the survey in everyone's hands.

Dr. Helise Bichfskey, DO re-addressed renters. Dr. Amy Finkbiner, Ph.D. confirmed that the newsletter is received by renters and the Borough does have their addresses.

Chairman Chris Mongeau asked where the origin of the questions came from.

Ms. Meredith Mayer Braine explained that this is a compilation of the past 4 surveys of comprehensive plan surveys for other communities that yielded the most results. The nineteen (19) questions proposed showed the greatest response and most results.

Mr. Danny Fruchter is in agreement with the 19 questions presented thus far and is in agreement with Ms. Meredith Mayer Braine and Mr. John Theilacker's explanations. He is concerned from past events that they survey will not be filled out and proposed how do we get people to answer the survey and what do we want to get out of the survey when they answer it.

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Include questions like do you want sidewalks in front of your house and/or throughout the community. How do you engage the community?

Mr. Danny Fruchter addressed how to get people excited in local government to get a great turn out for the visioning session. He further suggested to cut down on the number of questions. What does Malvern want to be 10 to 15 years from now that the public could put down in a couple of words? He commented that the structure of the document/ survey is how best to connect with the public.

Chairman Chris Mongeau does agree with how to get people involved and not have a vanilla survey.

Dr. Helise Bichefskey, DO commented that some of the survey questions are too clinical.

Ms. Meredith Mayer Braine took all concerns including online and in person, while making attractive and getting the community involved as possible. She went through the survey questions a second time round.

Dr. Amy Finkbiner, Ph.D. suggested that there be a question that identifies the age demographic and structure of the family and household. Dr. Helise Bichefskey, DO was in agreement.

Dr. Dave Knies suggested that survey questions address living and working in Malvern Borough.

Mr. Danny Fruchter commented that they all good questions, however it is most important to have questions that will get the most response.

Dr. Helise Bichefskey, DO reiterated that many of the questions are too clinical.

Chairman Chris Mongeau and Mr. Danny Fruchter discussed that the people that live in Malvern already live in Malvern and to not to focus why do you want to live in Malvern.

Dr. Zoe Warner, Ph.D. addressed that some of the questions are box checking questions and asked what the survey is to tally?

Ms. Cathy Raymond, Esq. suggested to focus questions on why do like people like living in Malvern Borough.

Dr. Helise Bichefskey, DO commented that the look of the train station needs to be improved.

Ms. Cathy Raymond, Esq. commented that the survey is just the start and there is further importance to focus on the visioning session.

Chairman Mongeau and Mr. Danny Fruchter suggested there be a sub-committee.

Dr. Amy Finkbiner, Ph.D., Dr. Helise Bichefskey, DO, Dr. Dave Knies, Ph.D. and Mr. Danny Fruchter volunteered and were appointed to the sub-committee. The sub-committee will focus on developing survey questions that will best define and obtain a response from the Malvern Borough Community.

4. COMMUNITY VISIONING SESSION OVERVIEW AND TASK FORCE INPUT

Ms. Jennifer Leister Reitz reviewed the community workshop options and is planning to have an in-person visioning workshop outside in April/ May 2021 to encourage a large turnout. There would be

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Boards for people to add comments that would be spread out in adherence to social distancing regulations. There will also be interactive exercises such as everyone given one hundred dollars (\$100) known as Malvern Bucks given to people and what would they spend this money on in their community, including other exercises as well.

5. REVIEW BASE MAP

Mr. John Theilacker addressed the base map for the plan. He explained that at the next meeting existing conditions will be discussed in the Borough. The base map shows the overall layout and aerial information, including adjacent municipalities to start this conversation. All other maps will be built from this map.

The Malvern Base Map has been attached for reference – Attachment #3.

Mr. Danny Fruchter wanted to know what should be included or excluded in the Base Map.

Mr. John Theilacker explained that most of this information will remain constant. He asked if anything was missing, highlight, and/or inaccurate.

Dr. Zoe Warner, Ph.D. asked how old the map is.

Ms. Meredith Mayer Braine verified that the Base Map is from September 2020.

Mr. Danny Fruchter asked about topography and Mr. John Theilacker confirmed there will be a specific map for topography.

Dr. Amy Finkbiner, Ph.D. asked about lot lines and Mr. John Theilacker explained that the lot lines have been scaled back.

6. PUBLIC COMMENT

Ms. Meredith Mayer Braine thanked everyone for their feedback. She addressed the next steps of the survey, clean up what was discussed this evening, and send out the revised version two (2) weeks in advance. The goal is to officially launch the survey in January 2021.

Chairman Chris Mongeau asked that additional questions be sent himself, Mr. Christopher Bashore, and Tiffany Loomis that didn't get discussed this evening. He also addressed the survey sub-committee to accomplish the task of finalizing the survey questions that get reviewed by the Comprehensive Plan Task Force at the next meeting.

Mr. Danny Fruchter addressed forestry and suggested Eric Hetzel give a presentation to the Comprehensive Plan Task Force Committee to address the Malvern Retreat property located in Malvern Borough.

Dr. Amy Finkbiner suggested a survey question be added to address this concern or to further discuss at the community session.

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7. ADJOURNMENT

Chairman Chris Mongeau adjourned the meeting at 9:15 PM.

Respectfully submitted by,

Tiffany M. Loomis
Assistant Borough Manager & Zoning Officer