



**VISTA 2025 Goal 1:**

***Maintain and enhance “quality of place” as a key component of economic health***

**Initial Goal 1 Team Meeting**

**July 22, 2015**

**Meeting Notes**

**Team Members Attending:** Bo Alexander, Kim Brumbaugh, Mike Chain, Nancy Corson, Michael Cotter, Mimi Gleason, Susan Hamley, Claudia Hellebush, Regina Horton-Lewis, Michelle Kichline, Roger Huggins, Susan Marshall, Mary Kay Owen, Todd Pohlig, Teddy Price, Craig Styer

**Also Attending:** Marybeth DiVincenzo, Bill Gladden, Mike Grigalonis, Elaine Jasper, Mary Frances McGarrity, Leslie Rylke, David Sciocchetti, Gary Smith, David Ward,

**Michelle Kichline**

- Opened the meeting at 8:15 AM.
- Introduced herself as the public sector co-chair of the VISTA 2025 Goal 1 team
- Introduced Molly Morrison as her co-chair
- Asked everyone to introduce themselves
- Initiated the discussion by stressing the importance of VISTA 2025 to the county’s economic health
- Noted the important role of “quality of place” in achieving that economic health.

## **Molly Morrison**

- Described Chester County's public policy decision 25 years ago to invest \$50 million in support funding for open space preservation and the fact that it's still going forward
- Recognized the strong leadership in Chester County on this and many other efforts that have made the county a special place
- Described a Delaware Valley Regional Planning Commission (DVRPC) report entitled, "Return on Environment" that spells out the economic value of preservation

## **Michelle Kichline**

- Asked David Sciocchetti to provide a brief overview of VISTA 2025

## **David Sciocchetti:**

- Described VISTA 2025 theme of progress and preservation
- Noted that VISTA 2025 is a public-private partnership focused on economic health
- Noted that VISTA 2025 was a response to a Landscapes 2 recommendation
- Described the VISTA 2025 Executive Alliance
- Reviewed samples of VISTA 2025 Community Questionnaire word clouds
- Described the five VISTA 2025 goals
- Described the VISTA 2025 implementation matrix
- Described the role of the VISTA 2025 goal teams
  - Broaden knowledge of VISTA 2025
  - Provide feedback on implementation
  - Recommend adjustments to VISTA 2025 strategies
- Emphasized that VISTA 2025 is an "evergreen" document (annual review)
- Provided background on basis of VISTA 2025 Goal 1
- Described importance of "quality of place" in competitive communities
- Presented selected strategies from Goal 1 for discussion
  - Strategy 1.3.1 - Proposed event on the economic value of preservation

- Strategy 1.3.3 - County preservation funding
- Strategy 1.4.1 - Mixed use/lifestyle centers
- Strategy 1.5.2 - Events and activities mobile app
- Strategy 1.8.1 - Proposed urban centers event
- Strategy 1.9.2 - Coatesville capacity

### **Michelle Kichline**

- Stated that all attendees had a critical role to perform.
- Welcomed e-mails with questions
- Noted need for dialogue on how to move forward
- Commented on recognition of VISTA 2025 as unique economic development strategy with its inclusion of preservation as a key component
- Need to figure out how do we help people understand value

### **Claudia Hellebush**

- I have grandchildren – it is important that we get it right for them

### **Mike Chain**

- Commented that an event on the economic value of preservation was an intriguing concept
- Make the process convenient – and relevant to kids and schools since both parents usually work
- Content must be of interest for residents, workers, including leisure/play (fishing, trails, etc.)
  - Need concrete facts. Roll out on social media – Facebook a great way to get message across

### **Mary Kay Owen**

- Suggested the “Did You Know” campaign be extended beyond the Exton Mall
- Use quick, succinct sound bites to spread the message

### **Michelle Kichline**

- Explained that Tredyffrin did outreach on a Township level to get people to come to Tredyffrin - lower taxes, no EIT (Earned Income Taxes)
- Demonstrated how Tredyffrin compared with other townships.
- Can also be done on a County level

### **Mimi Gleason**

- Need to show how we compare to other regions. We are one of the leaders in the nation - people don't know it

### **Marybeth DiVincenzo**

- Explained VISTA Today and how it tells the good news of our County

### **Susan Marshall**

- We should go to the various Chambers to move forward letting people know about VISTA 2025

### **Todd Pohlig**

- Noted transition away from one acre lots - people seem to prefer the half-acre lot backing up to open space
- Cluster development is key to conservation support
- Lower Merion – over five acre developments – 50% is open space

### **Nancy Corson**

- What is purpose of an event? Who do we target? Do we have data to educate?  
All takes money / time

### **Craig Styer**

- Understands importance of preservation, but also need to recognize that land owners have a right to the value of their land
- Need economic rationale - cannot be at the expense of the land owner

### **Todd Pohlig**

- Developers understand preservation as a trade-off for density

### **Roger Huggins**

- Concept of preservation needs to be marketed and couched so a business person understands that it is beneficial to their company

### **Mary Frances McGarrity**

- Need to build awareness
- Select Greater Philadelphia (Select) is a business attraction marketing organization dedicated to growing companies in the Greater Philadelphia region
- Select is coming to CCEDC in September to see what's happening in Chester County.

### **Michael Cotter**

- Need to take advantage of social media to spread word about the event

### **Susan Hamley**

- Tourism is often the first look at a place for future residents
- Need to be active in sharing information
- Working on a mobile app to let people know what is happening in Chester County – starting with West Chester

### **Pat Bokovitz**

- Urban center scheduled for September - key leaders and stakeholders
- Workforce summit (another VISTA 2025 strategy) scheduled for October

### **Molly Morrison**

- Need multi-prong strategy to get VISTA 2025 started. Event might be timely opportunity to launch the process for creating *Landscapes3*

**Michelle Kichline**

- Stated that work will begin soon on *Landscapes3*

**Dave Ward**

- Asked about the process for communicating between meetings

**David Sciocchetti**

- Goal team approach is an evolving educational process - all play a part
- No need to wait for the next meeting to communicate ideas and suggestions

**Mike Chain**

- Could consider rotating sub-groups within Goal Teams with a facilitator
- Offered to host a facilitated planning session at the Desmond

**David Sciocchetti**

- We will get back to the Goal 1 team with follow up materials including list of goal team members and meeting notes

Meeting ended 9:50 AM