

**SPRINGETTSBURY TOWNSHIP  
WORK SESSION**

**JANUARY 25, 2018  
APPROVED**

The Springettsbury Township Board of Supervisors held a Work Session on Thursday, January 25, 2018 at 6:00 p.m. at the offices of Springettsbury Township located at 1501 Mt. Zion Road, York, PA.

**MEMBERS IN**

**ATTENDANCE:** Mark Swomley, Chairman  
George Dvoryak, Vice Chairman  
Kathleen Phan, Assistant Secretary/Treasurer  
Blanda Nace  
Charles Wurster

**ALSO IN**

**ATTENDANCE:** Benjamin Marchant, Township Manager  
John Luciani, Civil Engineer  
Jessica Fieldhouse, Director of Community Development  
Teresa Hummel, Finance Director  
Jean Abreght, Stenographer

**1. CALL TO ORDER**

**SWOMLEY** Chairman Swomley called the Work Session to order at 6 p.m. He stated the purpose for the Work Session was to hear a presentation of Economic Development Consulting Services.

**2. NEW BUSINESS**

A. Economic Development Consulting Services

**MARCHANT** Mr. Marchant introduced Matthew Petro from Retail Strategies, Inc. whom he met at a recent conference. He and Mr. Petro have had several conversations about the services his firm provides in terms of retail recruitment. Mr. Marchant mentioned he also had spoken with Mr. Nace about similar services and found that Retail Strategies provides additional services over and above other services.

**PETRO** Mr. Petro stated that he was excited to discuss what Retail Strategies is doing with some preliminary analysis he had done on the Springettsbury community. He intended to provide a brief overview of the current retail markets, which includes the expansion of restaurants, smaller grocery stores, Dollar Stores, pet supplies. He explained that Retail Strategies focuses on increasing tax revenues, quality of life, creating jobs and attracting the trade area, increasing the shopping and shoppers to the area. The data and analytics that they will perform will reveal whether the information and connections are available and provide direct lines to retailers, restaurants and developers.

Mr. Petro provided an in-depth review of how Retail Strategies performs its data and analytics for the area in order to make the community unique and attractive. They will create a marketing guide for every client, as well as a web platform of all the data and analytics. They are not only the recruitment firm, but also the

researchers as well. Following the creation of all the data, they will approach all the right individuals and companies. They attend 20 to 30 conferences each year, especially to the ICSC, International Council of Shopping Centers, and the most well-known to make the right connections.

**SWOMLEY** Chairman Swomley noted that the process would be a lot of work, and he questioned the cost.

**PETRO** Mr. Petro responded that they have a competitor that offers great data with great software. Retail Strategies' competitive advantage versus them is that they not only provide the information, but also provide the back-end execution. They do not just provide a plan, but they understand the communities have limitations with time and experience in retail real estate, as well as connections within the industry. Springettsbury would pay for the data.

**WURSTER** Mr. Wurster commented on his understanding of their business model. Retail Strategies gathers data and enters it into an established database. They gather demographic tracking and develop a strategy to place the Springettsbury facts out in front of key retailers. It is done at the various trade shows, and they represent the township there. The township pays for their representation.

**PETRO** Mr. Petro responded that he was correct, but in addition, they continue to network with local property owners, local brokers, any developers or development in the community. If there is a retailer or restaurant known to be interested in a site in the township, they hand that over to that broker or property owner and assist accordingly. It is a much-targeted market.

**MARCHANT** Mr. Marchant asked Mr. Petro to discuss the exclusive representation fee.

**PETRO** Mr. Petro explained that if Springettsbury aligned with them and would want a given community to be excluded; they would honor that and work solely for Springettsbury. The community next door would never hire them.

Additional lengthy discussion took place, which is summarized:

- Sizes/population of communities – base population of 50,000 up to 300,000.
- Market trade is reviewed; determine where people are coming from.
- Process provides in-depth information for more targeted market.
- Vacancies are identified early through real estate analysis for the highest and best use.
- Property value and price, concept and business depend on marketability.
- Entertainment and tourism work together.
- Local brokers looking to lease their properties; may not have the database of retailers actively looking.
- Return on investment could be realized within six months.
- Level of results could happen within the first 12 to 18 months.

- Contract is annual with three-year agreement: \$50,000 first year and \$40,000 for subsequent two years.
- Responsibility of the board to evaluate the township properties, zoning and what is desired for the future.
- Recognition of local small businesses, mom and pop stores given consideration.

**3. PUBLIC COMMENT**

**SWOMLEY** Chairman Swomley opened the floor for public comments.

**MAUL** Hank Maul asked whether he had any experience in repurposing or redeveloping a property like the Galleria.

**PETRO** Mr. Petro responded that it is called de-malling the mall. He cited several clients they had served in this manner:

- Vanderbilt University took the top floor of a mall so it added an influx of office and people to the area and made the rest of the mall more successful.
- Another example would be to cut it like a plus sign, put a road through it, and make everything forward facing.
- Stores that have an exterior face in the backside of the mall could become a gym.
- Each possibility depends on the mall ownership and what solutions they want.

**4. ADJOURNMENT**

**MARCHANT** Mr. Marchant stated that concluded the purpose of the Work Session.

**PETRO** Mr. Petro thanked the Board.

**SWOMLEY** Chairman Swomley adjourned the meeting at 6:45 p.m.

Respectfully submitted,

Doreen K. Bowders  
Secretary

ja