

Welcome to The Villages of Tobyhanna Township

by Jeanine Hofbauer

Finding first and last-ing impressions pivotal in visitor and resident perception, as well as business growth, township manager John Jablowski shared "rural rustic charm" signage samples and incentives intended to illustrate that Tobyhanna Township is on board for economic development during the November 14 township supervisors' meeting.

He proposed a two-phase \$14,000 project starting at the

township borders in the spring of 2017 with signs reading "Welcome to the Villages of Tobyhanna Township," then signs for the four villages—Blakeslee, Pocono Lake, Pocono Pines and Pocono Summit—welcoming travelers to each.

The signage is part of a 2017-2018 business growth plan geared toward stimulating small businesses and working with the regional bank community.

Shifting the approval process for obtaining variances for land development to the township management level would alleviate financial and time constraints. Under current guidelines plans of 200 square feet or more require action by the Planning Commission. Increasing that size to 1,000 square feet, or 3,000 if plans conform to architectural guidelines, he believes will stimulate commercial growth while achieving standards set

by the municipality.

He later told of plans for an annual banking summit that will update the financial services industry on how these initiatives will create a "positive impact on existing and new businesses seeking to move into the township."

Supervisors welcomed Brendon Carroll to the board, and appointed John Holahan as vice-chair to fill the vacancy left by Don Moyer's resignation.

The \$1,197,562.73 bill pack was approved with public access to files at township offices.

Supervisors present included Holahan, Carroll, John Kerrick and Heidi Pickard Jablowski; township engineer Bob McHale; solicitor Jonathan Rice and an audience of approximately 20.

The next meeting is 7 p.m. December 12 in the Municipal Building on Government Center Way in Pocono Pines.