

For Immediate Release
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HONEY BROOK TOWNSHIP - For the first time ever Honey Brook Township has a clearly defined vision for its future and a specific mission for its government. "Before this process, anyone you asked would tell you they 'knew' what the vision and mission of the Township was. The only problem is none of it was written down, so each person thought his or her idea was the 'correct' version of where we're headed and what we're doing," said Board Vice-chairman Greg Cary. "Now the Board, with the valuable input of several stakeholders, has formalized what the vision for the Township's future is, and what mission the Township's government has in fulfilling that vision."

After months of work Supervisors adopted the new vision and mission statements at the Township's July 14, 2004 meeting. The declarations read as follows:

Our Vision for the Future of the Township

The vision of the Board of Supervisors for the future of Honey Brook Township is that the Township shall remain a predominantly agricultural community that surrounds a population hub offering various commercial and social activities.

The vision includes the establishment of a land preservation program, concentration of non-agricultural uses along specific portions of major arterials, betterment of current low-income housing areas, upgrading of all governmental and quasi-governmental facilities, reduction of non-local traffic in congested areas, and exploration of Township and Borough integration.

Our Mission

The mission of the Board of Supervisors of Honey Brook Township shall be to provide municipal services related to land use, police protection and public works in order to maintain a community that supports a tranquil and rural way of life.

The Township contracted with Marc Hanlan of High Performance Work Teams, a West Chester management consultant group, as the lead consultant for developing the statements. Hanlan facilitated discussions by the Township's Planning Commission, Zoning Board, and area farmers to gather input for the Board of Supervisors. The input for these work sessions was consolidated for the Board's consideration. The Board held a special public meeting on June 8, 2004 for further public comment and to create draft statements, which were modified and adopted on July 14th.

“The real value of this work to an organization is to provide a basis for sound decision making and resource allocation,” said Hanlan. “When you write down what is important to your community and your organization you can stay focused when there are several competing demands for your time and money.”

Township Manager Michael Brown is very excited about the prospects now available. “Having written statements helps the staff in two major ways. First, it provides unified guidance from a Board of three people, so you don’t have to sort out sometimes conflicting guidance. Second, as an employee is carrying out his or her daily duties, they can ask themselves if what they’re doing is consistent with the Township’s mission and vision. If the answer is ‘no’, then they should seek guidance from their supervisor.”

Honey Brook is an agricultural community on the western border of Chester County. It is 25 square miles with a population of 6,278 according to the 2000 census. Amish farmers constitute the largest group of landowners.