



BOSS 2020 REVITALIZATION COMMITTEE  
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**SINKING SPRING BOROUGH**  
**BOSS 2020 REVITALIZATION STEERING COMMITTEE**  
**BUSINESS & COMMUNITY ALLIANCE**

**MEETING MINUTES**  
**JANUARY 15, 2015**

**Call to Order**

Charles Coleman (President) called the meeting to order at 7:00 PM.

**Present:** Charles Coleman (President-D), Dave Meas (Secretary/Treasurer-ED), Merlin Weaver (ED), Forrest Glass (SSBCA), Sam Loth (CDS), Bob Ludgate (LEC), Brian Hoffa (SSB Council ECD), Lisa Gantner (SSB Council ECD) and guest Wesley Stefanick (Reading/Berks Association of Realtors).

*Note: ED-Economic, D-Design, P-Promotion.*

**Approval of Minutes**

**Motion by Dave Meas** to approve the Meeting Minutes of November 20, 2014. **Second by Brian Hoffa.** Motion passed.

**Approval of Treasurer's Report**

- Dave Meas reported that as of December 31, 2014 there is a balance of \$1,314.07 in the General Fund.
- BOSS has paid and renewed its membership in the Chamber for another year 1/15-1/16 at \$372.
- Brian Hoffa is owed \$25 for lunch while representing BOSS at the Chamber Transp. event.
- Dave reported \$1,100. in Placemat advertising checks yet to be deposited.

**Motion by Brian Hoffa** to approve the Treasurer's Report through December 31, 2014. **Second by Lisa Gantner.** Motion Passed.

**Committee-of-the-Whole**

**January 28, 2015 Joint Meeting of Borough Council & BOSS 2020**

- BOSS will make a Phase 2 project presentation to Borough Council with the goal of winning approval to move forward on the project.
- The main objection by some members of Council has to do with the unclear amount of funding the Borough will need to contribute to the project and what reassurances there might be to support the expenditure.
- The BOSS Committee discussed the components of the Jan 28th presentation:
  - A Power Point Presentation highlighting project benefits, costs and funding sources
  - Accompanying documents outlining the project & funding strategy
  - A chart outlining the Return On Investment (ROI) of the project over time
  - Testimony on tax revenue improvement resulting from the infrastructure investment

Include testimony of the Sickafus development proposal representatives  
Include testimony from SSB business owners who favor the project  
Consider US Rep. Ryan Costello (Phoenixville) comments on support on that project  
Develop several budget graphics to show the project costs & funding sources

- The Committee will ask Bernie Campbell to make the Power Point presentations and Jim Adams to present the increase in tax revenues for the development of the I-78 Business Park.
- Sam Loth will develop and coordinate the presentation with the help of Ludgate and support of the BOSS Committee members.

#### **BOSS 2020 Grant Program for Smart Growth Projects**

- The Reading-Berks Association of Realtors is interested in working with BOSS 2020 to apply for a \$15,000 Smart Growth Grant through the National Association of Realtors. This application could be submitted in the spring of 2015.
- Merlin Weaver introduced Wesley Stefanick, President of the Reading-Berks Realtors Association who voiced his support for the revitalization project overall. Mr. Stefanick offered to testify at the Jan 28th Joint meeting and to prepare a letter from his organization to Mayor Cirulli expressing support and signed by several member realtors.
- The Committee welcomed the Realtors support and agreed to the offer of testimony and the support letter.

#### **Facade Improvement Grant Program**

- Sam Loth reports that there are three projects now registered:
  - 4453 Penn Avenue - Jim Hong, Toll House Shoppes
  - 3419-21 Penn Avenue - Forrest Glass, Padgett Business Services
  - 3705 Penn Avenue - Steve Liptock, Express Care & Lube
- The Committee supports a general mailing to business and property owners of Penn Avenue introducing the Facade Program and soliciting projects. Sam will complete this mailing during the 1st Quarter of 2015.

#### **Old Business**

##### **SSB Business Placemat Advertising Round 2**

- Sam Loth reported that Lucille Freeman (Rieck's Publishing) is selling advertising for the Placemat second round. Lucille Freeman, Rieck's Publications – 610-375-8581.

#### **Adjourn**

Meeting adjourned at 8:15 PM.

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**Next Meeting: Thursday, February 19, 2015 @ 7:00 PM  
Borough Council Chambers – Sinking Spring**