



BOSS 2020 REVITALIZATION COMMITTEE
3940 PENN AVENUE
SINKING SPRING, PA 19608
(T) 610-678-4903 (F) 610-678-5802
rshade@sinkingsspringboro.org
www.boss2020.org



SINKING SPRING BOROUGH
BOSS 2020 REVITALIZATION STEERING COMMITTEE
BUSINESS & COMMUNITY ALLIANCE
MEETING MINUTES
JUNE 18, 2015

Call to Order

Charles Coleman (President) called the meeting to order at 7:05 PM.

Present: Charles Coleman (President-D), Merlin Weaver (ED) Brian Hoffa (SSB Council), Lisa Gantner (SSB Council), Sam Loth (CDS) and Bob Ludgate (LEC).

Guests: Ken Pick (Berks Redevelopment), Chris Gulotta (Gulotta Group Consultant) and Joe Eways (Realtor).

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

Approval of Minutes

Motion by Lisa Gantner to approve the Meeting Minutes of May 21, 2015. **Second by Merlin Weaver.** Motion passed.

Approval of Treasurer's Report

- Sam Loth made the Treasurer's Report on behalf of Dave Meas.
- As of May 31, 2015 there is a balance of \$2,849.07 in the General Fund.
- Dave has one \$100 check toward Restaurant Placemat Advertising not deposited yet. \$40 will go to Rieck's Publishing and \$60 will go to the BOSS General Fund.
- There is one bill for \$71.88 from 1and1 Internet Services for one year fee for Internet Hosting of the www.boss2020.org domain name. Sam asked the Committee to authorize Dave to pay the hosting fee.
- **Motion by Lisa Gantner** to pay the 1and1 Hosting Fee. **Second by Brian Hoffa.** Motion Passed.
- Sam Loth reminded the Committee to reimburse Lisa Gantner for her costs to handle the Borough's two large planters. Lisa will provide invoices.
- **Motion by Brian Hoffa** to approve the Treasurer's Report through May 31st. **Second by Lisa Gantner.** Motion passed.

Borough Council/BOSS 2020 Economic Development & Marketing Impact Study

- Chris Gulotta (Gulotta Group Consulting) distributed to Committee Members his proposal to provide services in connection with development of the Sinking Spring New Town Center.
- Part 1 of the Scope of Services includes '**Drafting of a Request for Proposals for a Commercial Market Study of the New Town Center Development**'. Services include:
 - > Preparing a draft RFP for the study to assess market demand for space & rent potential
 - > Providing a distribution list of firms to receive the RFP (approximately 15)
 - > Responding to queries from firms during the RFP response period

- > Preparing a tabulation of Responders for the Principal Organizations to review
- > Participating in the review/ranking process & interviewing firms
- The estimated time for the Gulotta Group to perform these services is 30 hours over time.
- At \$90 per hour, the estimated cost for Part 1 Services is \$2,700 plus out of pocket expenses for copies, postage and mileage.
- Chris said that the RFP would be mailed to larger professional firms such as Cushman-Wakefield in Philadelphia, PA and Buxton in Ft. Worth, TX.
- Chris believes that the nature of the information that needs to be reported in the Study will drive the cost of the Study upward between \$50,000-\$75,000.
- Variables of Financing that need to be considered in the Study include Tax Increment Financing and other outside funding such as the PA RCAP Program.
- Lisa Gantner asked how SSB & BOSS would pay for the Study?
- Chris responded that Senator Argall's office may be able to help with a matching grant.
- Sam Loth said he is discussing a Planning Grant with DCED that could yield \$25,000.
- Brian Hoffa asked why Chris felt the cost would be higher than expected?
- Chris said that the cost reflects the size and type of Project to be reported on. There is much more work because the Project is both commercial and residential and the form of the development would be more like a "New Urbanism Lifestyle Center".
- Sam Loth will send the Committee-of-the-Whole web links to this type of development.
- Chris added that there is a "Lifestyle Development" that is similar to the Sinking Spring concept along Fruitvale Pike in the Richmond Hill section of greater Lancaster City, Lancaster County.
- Chris said that the Project will require a) critical mass of retail space to act as a draw, b) residential space to build into the marketplace and the need to design the Project for likely demographic users such as Millennials.
- Brian asked whether Chris believed there to be a viability for this type of development project?
- Chris answered that the Borough's proximity is good and that the Study will be written with recommendations on the amount of retail and residential space that can be sustained by the demographics. The study would also recommend a different approach to development if the analysis revealed that the New Town Center concept was not sustainable.
- Merlin Weaver asked about the scope of the Study?
- Chris answered that items such as the absorption rates and rental thresholds for the Project would be included and that comparable property performance would be accomplished including the projected growth of the market and vacancy rates.
- Chris suggested that the completed Study could attract a large developer who could fast track the Project to 18-24 months.
- Sam Loth asked Chris for examples of RFPs that the Gulotta Group has written in the past.
- Chris will send Sam RFPs from Carlisle and Newport News, VA completed by Buxton.
- Ken Pick added that he has RFPs from the Berks County IDA (economic development & marketing study) for the Reading Airport expansion project.
- Ken said that because of the size and nature of the Sinking Spring Project and the overall development investment of an estimated \$60 Million, the Study MUST be professional of the highest order. He reminded the Committee that this Study will affect the overall finances not only of the Borough but also of other municipalities and the County over time.
- Brian Hoffa said that one of the important factors that the Council will be looking for in the final development analysis is the revenue growth that the Borough can expect over time from either the 'New Town Center' or alternative development.
- Sam said that he will attend the Borough Council's Workshop Meeting on June 24th in order to report on the Gulotta Group Proposal and to request that Council give approval to proceed with Part 1, the development of an original RFP to complete the Market Study.

Further Gulotta Services

- Additional costs associated with the Gulotta Proposal follow:
 - > **Part 2 Drafting Developer Request for Expression of Interest (RFEI) for Project \$5,400**
 - > **Part 3 Drafting Developer Request for Proposal from Top Tier Firms \$6,750**
 - > **Part 4 Preparation of Applications for Subordinate Financing TBD**
- Brian Hoffa asked if Parts 2 and 3 could be combined?
- Chris answered that it would be more advantageous to the Borough to keep the Parts separate because a Developer might need to build in phases which could yield additional ideas for project enhancements. Then, those ideas could be added into the eventual RFP!
- Chris explained to the Committee that once a short list of Developers is created, those Developers stand to spend a significant amount of dollars producing a final development proposal. These costs include accounting, architectural and engineering fees.

Revitalization Plan - Phase 2: Penn/Columbia/Cacoosing Intersection Realignment

- Chuck Coleman asked Ken Pick whether property acquisitions were proceeding smoothly.
- Ken answered that the work is satisfactory thus far.
- A Field View meeting with PennDOT personnel and local project representatives was held on Friday, June 12th in Sinking Spring Borough Hall.
- The meeting included settling the use of the MTF Grant funding for 'construction only' which helps simplify the paperwork process and lower the administration costs of the grant.
- The meeting also settled several questions regarding the Reimbursement Agreement between PennDOT and the Borough.

Revitalization Plan - Phase 3, Segment 1: New Retail Street Construction at Krick Avenue

- Sam Loth reported that Borough Council has received a preliminary Phase 3 Budget from Ludgate Engineering with a cost of approximately \$9.5 Million Dollars. The Budget is broken into three segments with Segment One costing \$4.3 Million Dollars. Sam needs accurate numbers in order to apply for the 2015 Round of the Multimodal Transportation Fund (MTF) Grant Program. The application window deadline is July 31, 2015.
- He said that we will need a formal Resolution from Council no later than its July 2, 2015 Meeting. This Resolution must include a formal grant amount request. The Borough must acknowledge in the Resolution that they will fund the 30% of the total project cost 'match' required in the application.
- Sam said that the application will require that 'outside' appraisals be completed for the properties along Krick Avenue. He will make a report to Council on these details at the June 24th Council Workshop meeting.

BOSS Facade Improvement Program

- Sam Loth reported that the program has received a total of 14 applications from inception through June 17th. One applicant passed on the grant because work had already begun and one will wait until and if funding is available in Round 2.
- Three projects are underway; Weber at 4306 Penn, Liptock at 3705 Penn and Hall at 3410 Penn. Two more projects, Glass at 3419-21 Penn and Updegraff at 3461 Penn are in the active planning & estimate stages. If these projects are completed as proposed the balance remaining in the Facade Program will be approximately \$11,700.
- There are 8 additional applications in the que for consideration. Mr. Scott Walley, owner of 4052 Penn Avenue falls into the next three projects and is third in line. The project is a large, corner, 3 story apartment building with several storefronts at ground level. Sam asked the Committee for guidance on grant options. He explained that our local guidelines are silent on large projects such as this one. Mr. Walley is eligible for up to 5 grants because of the corner building (2) and three Storefronts (3).
- DCED has cautioned about applying too much of a percentage of the total DCED grant to one property owner although there is no prohibition against this.
- The Committee discussed the issue and concluded by consensus that the Program should offer Mr. Walley two facade grants and one lighting & awning grant at this time. Mr. Walley would be eligible to apply for additional funding in the 2nd Round from DCED if BOSS receives approval

of additional funding. Therefore, BOSS can work with Mr. Walley to phase the improvement work to be accomplished over time.

- The Committee has directed Sam to add limits to the number of facade grants available for any one project application in the future to two.

Revitalization Plan - Phase 3: Outside Funding

- The BOSS Committee and Senator David Argall have scheduled a meeting of stakeholder businesses and property owners that will benefit from the Revitalization Project for Thursday, July 30, 2015 at 7:00 PM in Borough Council Chambers.
- The purpose of the meeting is twofold:
 - a) To enlist the active support and participation in the Revitalization Project and,
 - b) To establish funding support for BOSS 2020 activities for the Revitalization Project
- Sam Loth said that there are additional funding resources such as area Foundations and that he will research these.

BOSS / DCED Staff Meeting of June 9, 2015

- Gary Baker and Fadia Halma of the PA DCED met with Regina Shade, Bob Ludgate and Sam Loth in SSB Hall.
- Sam requested three items:
 - 1) Permission to apply for Round 2 (\$50,000) for the Facade Program
 - 2) Permission to apply for a Keystone Communities Downtown Reinvestment Grant (\$250,000)
 - 3) Permission to apply for a Planning Grant to support the Economic & Marketing Study
- DCED has approved all requests. Borough Council must be presented with these funding options on June 24th at the Workshop Meeting.

Old & New Business

- Sam Loth will proceed with activities to organize a Restaurant Dining Night Out with local restaurants for fundraising on behalf of BOSS 2020.
- The Boss Committee has directed Mr. Loth to proceed with organizing a fundraising Dining Night Out for the Recreation Commission at the Chipotle Restaurant.
- Mr. Loth will work on these in August.

Adjourn

The meeting adjourned at 8:45 PM.

Next Meeting: Thursday, July 16, 2015