



BOSS 2020 REVITALIZATION COMMITTEE
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SINKING SPRING BOROUGH
BOSS 2020 REVITALIZATION STEERING COMMITTEE
BUSINESS & COMMUNITY ALLIANCE
MEETING MINUTES
JULY 16, 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) Brian Hoffa (SSB Council), Lisa Gantner (SSB Council), Sam Loth (CDS) and Bob Ludgate (LEC).

Guests: Ken Pick (Berks Redevelopment).

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

Approval of Minutes

Motion by Dave Meas to approve the Meeting Minutes of June 18, 2015. **Second by Brian Hoffa.** Motion passed.

Approval of Treasurer's Report

- Dave Meas presented the Treasurer's Report through June 30, 2015.
- As of 06/30/15 there is a balance of \$2,849.07 in the General Fund.
- Dave has received 3 out of the 5 outstanding payments for the Restaurant Placemat Advertising program totaling \$350. 60% or \$210 will be deposited into the BOSS General Fund and \$140 will be paid to Rieck's Publishing.
- There remains \$250 outstanding in payments due from 2 advertisers.
- Sam Loth reminded the Committee that a check for \$100 made out to the Commonwealth Finance Authority (CFA) must accompany the Multimodal Transportation Fund (MTF) grant application when it is submitted on or before July 31st.
- Sam Loth reminded the Committee that Lisa Gantner should be reimbursed for her costs to handle the Borough's two large planters. Mr. Loth thanked Lisa for maintaining the planters and for doing such a wonderful job with them.
- Lisa responded that she will continue to maintain the planters and that she is declining a reimbursement payment for her supplies. She thanked the Committee for offering.
- **Motion by Brian Hoffa** to approve the Treasurer's Report through June 30th. **Second by Lisa Gantner.** Motion passed.

Borough Council/BOSS 2020 Marketing Impact Study RFP (Request for Proposal)

- Sam Loth reported that Chris Gulotta completed and sent the 1st draft of the RFP on July 10th. Sam distributed the RFP to BOSS Committee members that evening.
- The Committee commenced a review of the draft RFP. The Committee made changes and additions to the RFP:

- > Remove the paragraph referencing the RFEI.
- > The Market Study shall include identification of trade area demographics, lifestyle characteristics, trends in the market place, whether this refers to age groups or income groups and more. The RFP responders should explain what they will do and report on specifically.
- > Include commercial and professional activity, not just retail. The Committee envisions 2nd floor professional offices such as medical and 2nd floor commercial space such as mortgage brokers as well as residential spaces on upper floors.
- > Please note that the criteria at the bottom of the page amounts to 110%, not 100%. Please make the necessary adjustment.
- > Include a possible municipal building in the future of the new town center. Please add this consideration i.e. new municipal space/room for non-profit or public activity/meeting square footage. The idea being that the more general public traffic we can attract into the new town center, the better.
- These changes will be made to the RFP. The Committee directed Mr. Loth to present the edited RFP to Borough Council for approval and/or comment at their July 22nd Workshop Meeting.

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 DCED has dropped the requirement to conduct appraisals on properties along Krick Avenue because the grant application will be requesting funds for 'construction only'. The grant request will be for \$1,260,000 with the Borough adding its match of \$540,000 for a total 'construction only' cost of \$1,800,000.
- Bob Ludgate and Sam Loth have concluded that Phase 3, Segment 2 (the middle portion of the Columbia Avenue extension) will be referred to in the grant application as a P3 project or Public-Private-Partnership. This means that this portion of the new road will be paid for by a combination of public and private developer funding. The remainder of the new road (Segment 3) will be folded into the Penn/Shillington/Mull intersection realignment and will become part of the Phase 4 project. Phase 4 is being presented to the RATS Committee as a TIP project for 2017-2020 and would be paid for by PennDOT.

Revitalization Plan - Phase 3: Outside Funding

- The BOSS Committee and Senator David Argall originally scheduled a meeting of stakeholder businesses and property owners that will benefit from the Revitalization Project for July 30, 2015. 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
 However, there have been only two responses from the original 13 businesses that were invited.
- After a Committee discussion, it was determined that the BOSS/Argall/Stakeholder meeting should be postponed until late September.
- The Committee agrees that when inviting businesses to the new meeting date, a cover letter should read that the meeting will review how to regulate truck and commercial traffic through the new retail street. For example, should the Borough a) restrict trucks from using the new through street and/or b) regulate access to specific hours of the day.
- Bob Ludgate indicated that truck traffic requires different specifications for weight and would require a heavier layer of asphalt as one example of the budget considerations.

- The Committee agrees that the invitation needs to reach the top executives at the companies and businesses invited and that there needs to be a specific Agenda for the meeting.
- One additional topic of discussion was the possibility of creating a 'Transit Revitalization Investment District' (TRID) that would require businesses within the TRID to contribute to the cost of infrastructure upgrades.

Revitalization Plan - Phase 4: TIP (Transportation Improvement Plan) RATS Committee

- Bob Ludgate reported that the cost of Phase 4 will include the connecting portion of the new retail street (Phase 3, Segment 3). The RATS Committee will be developing the newly revised TIP in the Fall of 2015 and will be adopted by the MPO (RATS) in the Winter of 2016.
- The Borough and BOSS will need a specific budget for Phase 4 in order for RATS to consider the project for inclusion on the TIP. Bob suggested that the budget will likely be in the \$15 Million + range.
- The Borough (Regina Shade) will receive a letter from RATS inviting the Borough to submit projects for consideration sometime in the Fall of 2015.

BOSS Facade Improvement Program

- Sam Loth reported that the program has received a total of 17 applications from inception through July 15th.
- 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.

Borough Council Workshop Meeting of July 22, 2015

- Sam will review 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 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 8:30 PM.

Next Meeting: Thursday, August 20, 2015