



BOSS 2020 REVITALIZATION COMMITTEE
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SINKING SPRING BOROUGH
BOSS 2020 REVITALIZATION STEERING COMMITTEE
BUSINESS & COMMUNITY ALLIANCE
MEETING MINUTES
AUGUST 20, 2015

Call to Order

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

Present: Charles Coleman (President-D), Merlin Weaver (ED), Jim Adams (ED), Sam Loth (CDS) and Bob Ludgate (LEC).

Guests: Jim Hong (Toll House Shoppes)

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

A Quorum was not present therefore no official business was conducted. Approval of the July 16, 2015 Minutes and the Treasurer's Report to date are tabled until the September 17, 2015 meeting.

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

- Sam Loth reported that the RFP was distributed to 15 companies that specialize in marketing and redevelopment work.
- The deadline for BOSS 2020 to receive proposals is September 2nd. The following list of reviewers will receive copies of all proposals received by the deadline for their review and prioritization: Chris Gulotta, Sam Loth, Chuck Coleman, Bernie Campbell, Dave Meas, Bob Ludgate, Jim Adams, Merlin Weaver, Regina Shade, Brian Hoffa, Lisa Gantner and TJ Huckelberry.
- The Reviewers will e-mail their individual lists of the top five prioritized proposals to Mr. Loth by September 11th. The BOSS 2020 Executive Committee will then decide whether to interview the candidates. The dates set aside for interviews are Mon, Tue and Wed, September 14, 15 and 16th.
- At the BOSS 2020 Monthly meeting on September 17th, the Committee will identify the #1 and #2 proposals.
- The BOSS Committee will report to the Borough Council on September 23rd at the Council's Workshop Committee meeting.
- On September 23rd, Council will decide to award the contract for Study completion by 12/31/15 or wait until funding is awarded toward the cost of the Study in 2016.
- Bob Ludgate said that he will not be attending the Council's Workshop Meeting on August 26th to report on the RFP Progress.
- Sam Loth said that he doesn't want Council to be receiving cost and funding information for decision making purposes on September 23rd without prior knowledge. Therefore, Mr. Loth will attend the Council's Workshop meeting on August 26th to update them on the RFP process and to explain that cost estimates for the Study will be available on 9/23 along with the BOSS recommendation for contracting a firm. Once Council decides how to proceed, BOSS will

request Council's approval to submit grant requests to DCED and/or Alcon Foundation for funding to partially cover the cost of the Study.

- If Council decides to move forward with awarding the contract in order to complete the Market Study by 12/31/15, a Motion must be passed "to fully fund the Study and accept reimbursement grants later, with the understanding that grant funding may not be awarded".

Golf Course Redevelopment

- Brian Hoffa, in an earlier e-mail asked whether the BOSS Committee should be including the SSB Golf Course in the RFP Secondary Areas portion of the Marketing Study?
- Sam Loth brought the issue to the Committee for discussion.
- Jim Adams and Bob Ludgate offered several comments on property ownership, community zoning, legal processes with the age-restricted housing proposal and more.
- The Committee consensus is to not become involved with the golf course 'sale' or redevelopment until the current issues have been resolved.
- Golf Course Property Owner: Robitzer and Real Estate Agent: Randy Weidner of ReMax.

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

- Bob Ludgate reported that final engineering and design work has been completed for PennDOT's review. He expects final approvals in the Fall of 2015 to officially 'let' the project for construction in the Spring of 2016.
- Jim Adams asked if there were any issues that have arisen regarding the acquisition of properties needed to construct the Phase 2 project?
- Mr. Ludgate answered that he wasn't aware of any issues that the Berks County Redevelopment Authority was having.

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

- Sam Loth reported that he submitted the CFA/DCED Multimodal Transportation Fund (MTF) grant application on July 29th. The grant request was for \$1,260,000 with Borough match funding of \$540,000 for a total 'construction only' cost of \$1,800,000.
- Jim Adams asked if the grant is awarded, whether sources for the remaining funds have been identified to acquire properties, relocate residents, raze those properties and prepare the area for construction?
- Bob Ludgate answered that when speaking with Ken Pick (Director, Berks RDA), several sources have been discussed including the creation of a TIF (Tax Increment Financing) district, Federal transportation funding, short term loans and/or bond financing.
- Sam Loth suggested that BOSS should request meetings with U.S. Senators Casey and Toomey to discuss transportation funding for the project.
- Jim Adams asked how Senators Casey or Toomey could help? Mr. Ludgate answered that the Federal TIGER grants and other Federal Transportation funds might be available.
- Merlin Weaver asked whether contacting U.S. Congressman Joseph Pitts would be worthwhile? Mr. Loth responded that all elected officials should be updated and informed.
- Mr. Adams suggested that BOSS contact the County Commissioners and request an opportunity to report on the progress of SSB. Mr. Loth will follow up.

Revitalization Plan - Phase 3: Outside Funding/Senator Argall

- 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 late July. The meeting was postponed due to a lack of responses from business owners.
- The Committee agrees that meetings with Trucking Companies and Refineries should be private between top executives at the companies and Senator Argall and BOSS representatives. A specific Agenda must be developed for each meeting.
- For example, an agenda item might be how to regulate truck and commercial traffic through the new retail street.

- Bob Ludgate has stated previously that truck traffic requires different specifications for weight and would require a heavier layer of asphalt as one example of construction budget considerations.
- An additional topic of discussion could be 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.
- The Committee directed Mr. Loth to research TRID regulations and requirements and report to BOSS. Mr. Adams suggested that funding for transportation upgrades could be based on trip logs of each company.
- The Committee also directed Mr. Loth to prepare a 'white' paper on meetings with trucking & refining companies for BOSS; why we need a meeting, who should be present, what geography should be included and when the meetings should be held.
- The Committee asked Mr. Loth to also speak with PDC Director Bill Fontana on this issue.

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 which 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 August 15th.
- Mr. Loth will send the Executive Committee information on projects for approval via internet.

Old & New Business

- No business to conduct.

Adjourn

The meeting adjourned at 8:45 PM.

Next Meeting: Thursday, September 17, 2015
Borough Council Chambers