



BOSS 2020 REVITALIZATION COMMITTEE
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SINKING SPRING BOROUGH
BOSS 2020 REVITALIZATION STEERING COMMITTEE
BUSINESS & COMMUNITY ALLIANCE
MEETING MINUTES
NOVEMBER 19, 2015

Call to Order

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

Present: Charles Coleman (President-D), Dave Meas (Secretary/Treasurer-ED), Merlin Weaver (ED), Brian Hoffa (Borough Council), Lisa Gantner (Borough Council), Jim Hong (D), Sam Loth (CDS) and Bob Ludgate (LEC).

Guests: Peter Campanella (Business/Property Owner) and Brian & Robin Jasinski (Residents).

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

Approval of Minutes

Motion by Dave Meas to approve the Meeting Minutes of October 15, 2015. **Second by Brian Hoffa.** Motion Passed.

Treasurers Report

Dave Meas reported a balance in the General Fund of \$3,089.07 as of October 31, 2015. Two checks have and will be issued; one already logged, to reimburse Sam Loth for the FEC Site Visit luncheon on October 6th for \$161.61 and one, not logged yet, to the Berks County Chamber of Commerce for a one-year Membership Renewal in 2016 for \$396.00.

Motion by Lisa Gantner to approve the Treasurer's Report as presented. **Second by Brian Hoffa.** Motion Passed.

Meeting Schedule

The Committee-of-the-Whole by unanimous consensus agreed not to hold a BOSS 2020 Meeting in December 2015. The next meeting is scheduled for January 21, 2016.

Real Estate Market Study Review

- Sam Loth said that the Joint Committees and FEC have held 3 Teleconference calls to date, the first on October 14th, the second on October 28th and the 3rd on November 11th. Reviews of data have included Retail category and Housing category supply & demand. The concept of Flex Space for office and commercial use on the south side of New Columbia Avenue continues to be discussed.
- The Market Study will include 'absorption rates' of the various business categories and residential components of the study.
- The BOSS Committee will use the Final Report of the Market Study to develop an Action Plan for the New Town Center development.

PA DCED Municipal Assistance Program

- Sam Loth will complete this application for \$25,000 in planning funds to offset the cost of the Real Estate Market Study currently underway. This application will be submitted before the end of the 2015 calendar year.

Revitalization Plan - Phase 3, Segment 1

- Brian and Robin Jasinski stated that they are residents of Krick Avenue and requested information on a schedule of construction for Phase 3, Segment 1 of the Revitalization Plan. This would directly affect the taking of their home.
- Brian Hoffa said that, at this time, the Borough is applying for construction funding through grant applications but that 1) there is no award announcement yet and 2) the Borough has not identified the funding required in order to acquire private properties to construct Phase 3, Segment 1 of New Columbia Avenue. As a result, there is no schedule of construction to offer at this time.
- Peter Campanella said that he would like a contact name for the Phase 2 construction since this will directly affect his client's ingress/egress from his ophthalmic business at the corner of Penn and Cacoosing Avenues. Bob Ludgate said that he would be the contact for Mr. Campanella.
- Sam Loth reported that he is currently preparing the grant application to PennDOT's Multimodal Transportation Fund grant program to fund the construction of Phase 3, Segment 1. The application is due on December 18, 2015. Previously, Sam submitted a similar application to DCED for the same amount; \$1,260,000.00. He expects announcements in early 2016.

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

- Bob Ludgate & Ken Pick will complete a 'white paper' on placing Phase 4 of the Official Map on the RATS TIP for 2017-2018-2019. The report will include a Tax Increment Financing (TIF) proposal to finance the cost of construction.
- Brian Hoffa previously reported that Borough Council had authorized STV Traffic Engineers to complete a comprehensive and detailed budget estimate for Phase 4 of the revitalization plan. Bob Ludgate responded that the STV budget estimate is being assembled and will be available to the Borough soon.
- Brian further reported that Borough Council has voted to guarantee up to \$5 Million Dollars in funding toward acquisition of lands required to construct all of Phase 4. The vote was 5-2 in favor of the guarantee.
- Bob Ludgate and Sam Loth presented an update on the Revitalization Project to the Berks County Commissioners on November 12th. The Commissioners indicated their positive support in response to the presentation and asked to be updated by their Director of Community Development, Ken Pick.

BOSS Facade Program

- Sam reported that three smaller projects, previously approved, have been completed since that October meeting.
- Sam intends to work with business and property owners over the winter to make ready several new and larger projects for the spring of 2016.
- Sam will not submit an application for Year-2 Facade funding until the middle of FY-2016.

Old Business

Smart Growth Gateway Grant

- Wes Stephanik of the Berks Chapter of the National Association of Realtors and Sam have been discussing whether to apply for a \$2,500 place making grant.
- Sam would like to initiate a Gateway Program at three locations; the east and west entrances to the Borough along Penn Avenue and the railroad bridge over Shillington Road. The Realtors grant program may not be robust enough for this project.

Alcon RR Crossing Study & Mountain Home Road Signal Projects

- Bob Ludgate is discussing these two projects with Alan Piper, County Transportation Planner. These two projects may receive RATS TIP attention for 2017.

U.S. Senators/Congressman Meetings

- Sam has a preliminary call into Senator Casey's office and will place a call to Senator Toomey's office shortly.
- Chuck Coleman informed Sam that Congressman Joe Pitts has announced his retirement and will not be running for reelection in 2016 for the 6th Congressional District.

BOSS 2020 Dining Night Out Fundraiser

- Lisa Gantner suggested that BOSS work with her Recreation Commission next spring on a joint fundraising event. The Committee agreed by consensus.

New Business

Alcon Foundation & Wyomissing Foundation Private Grant Programs

- Sam reported that he will apply for offset funding of the Market Study with Alcon and consider applying to Wyomissing for the Landscaping and Painting programs proposed.

2016 Downtown Reinvestment Grant for 3400 Block of Penn Avenue

- This application is tied to the 2016 Facade program grant and will be submitted later in 2016.

SSB Marketing & Branding Initiative for 2016

- Brian Hoffa believes that the BOSS/Borough Economic Joint Committees should begin a Marketing Campaign for the Borough Revitalization Plan in 2016.
- Dave Meas and Bob Ludgate agree that the Borough Plan needs a brand and that this will raise the profile of the Plan and simultaneously attract developers.
- Sam Loth and Brian Hoffa will add this component to the Action Plan to be developed when the Market Study is complete in early 2016.

Adjourn

The meeting adjourned at 8:30 PM.

Next Meeting: Thursday, January 21, 2016
Borough Council Chambers