



**BOSS 2020 REVITALIZATION COMMITTEE**  
3940 PENN AVENUE  
SINKING SPRING, PA 19608  
(T) 484-269-4902 (F) 610-678-5802  
[samloth@comcast.net](mailto:samloth@comcast.net)  
[www.boss2020.org](http://www.boss2020.org)



---

**BOSS 2020 REVITALIZATION STEERING COMMITTEE**  
**SSB COUNCIL ECONOMIC COMMITTEE**  
**SSB BUSINESS & COMMUNITY ALLIANCE**

**MEETING MINUTES**  
**JANUARY 21, 2016**

**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), Jim Adams (ED), Brian Hoffa (Borough Council), Lisa Gantner (Borough Council) and Sam Loth (CDS).

Guests: Michael Kautter (K&K Architects), Ken Pick (Berks Redevelopment Authority), Marisa La Luna (Multiple Property Owner), Joe Eways (Sickafus Representative) and Brian Covey (Ritas Water Ice).

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

**Approval of Minutes**

**Motion by Dave Meas** to approve the Meeting Minutes of November 19, 2015. **Second by Brian Hoffa.** Motion Passed.

**Treasurers Report**

Dave Meas reported a balance after service fees in the General Fund of \$2,387.46 on December 31, 2015. Dave said that there are two businesses that have outstanding invoices for their 2015 advertising in the Restaurant Placemat fundraising project. They are Michael's Music Studio \$150 and Perfect Touch Landscaping \$100. He said that Lucille Freeman of Rieck's Printing will continue to 'collect' on these two fees. If successful there will be an additional amount of income paid to both Rieck's \$100 and BOSS 2020 \$150. If unsuccessful, BOSS would not receive the \$150 income and Rieck's will absorb the cost (\$100 loss) applied towards the placemat printing.

Dave said that Rieck's is ready to launch a 3rd, 2016 Placemat fundraiser and asked if BOSS 2020 wanted to move forward with this. Jim Adams said that since the Committee benefits from this action without Committee effort, we should allow the next round. Committee consensus is to move forward on a 2016 Placemat fundraiser. Dave Meas said he will take care of all the work on the Committee's behalf.

**The Treasurer's Report was approved by consensus.**

**FEC Market Study Public Meeting**

- Sam Loth said that he has followed through on creating publicity and advanced notice to alert the public to the meeting on Wednesday, January 27th. The Fourth Economy Consultants will present their firm's findings on the New Town Center proposal.
- Sam succeeded in posting a News Release on the BCTV website and in getting the announcement on the television screen crawl. He also gave a 5 minute interview on WEEU radio on the morning show 'Feedback' with announcer Mike Faust. He has also given an interview to Samantha Tighe, Reading Eagle reporter which should yield an advance story on the meeting in the newspaper. He is still working to interest WFMZ TV69 in covering the story.
- Sam reminded the Committee that there will likely be residents of Krick Avenue and perhaps more at the meeting to discuss the 'taking' of their properties. Brian Hoffa said that the Council is aware of this and will take the necessary steps to achieve the purpose of the meeting while providing an opportunity for those individuals to speak.

### **SSB Action Plan for 2016**

- The BOSS/Borough Economic Joint Committees will begin developing a Marketing & Promotion Action Plan for the Borough in 2016 based on the Market Study. Sam asked Lisa Gantner to join him and Brian Hoffa on the Team.
- The BOSS Committee will announce the initiative at the Public Meeting and call for volunteers.

### **Revitalization Plan - Phase 3, Segment 1 MTF Grant Application**

- Sam Loth said that he received an e-mail from the MTF office earlier in the month asking for additional documents on property assessments and acquisition work. Sam responded that the Borough was not required to provide these documents because the grant application requested construction only funds.
- The MTF office wrote back agreeing and stated that SSB would not need to submit these additional documents.
- Joe Eways asked whether the BOSS Committee could stake out in general where the roadbed would be located within the Sickafus property. This would help the property owner understand what their development options are. The Committee suggested that Mr. Eways contact the Borough Engineer's office for this information.

### **PA DCED Municipal Assistance Program**

- Sam Loth submitted the application for \$25,000 in planning funds to offset the cost of the FEC Market Study currently underway. This application was submitted on December 31, 2015.
- The Berks County Planning Commission will review the Scope of Services listed in the FEC contract for compatibility with the County's Comprehensive Plan at its meeting on February 10th. A letter of compatibility will be issued and forwarded to DCED at that time to fulfill the final requirement of the grant guidelines.
- Two hard copies of the grant will be mailed to our DCED Representative Fadia Halma at her Allentown office.

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

- Chuck Coleman reported that three members of the BOSS 2020 Committee attended the RATS Coordinating Committee meeting in Reading earlier in the day and that overall the outcome was very positive for the Borough.
- The PennDOT office in Allentown has recommended that the Phase 4 Official Map intersection project be placed on the TIP list for 2017-18-19. Preliminary Engineering for the project is currently scheduled for October 2018 with funding attached totaling \$442,861.
- At the meeting, the BOSS Committee made a brief presentation supporting the listing thanking 'Allentown' for the recommendation and explaining the progress that has been made since 2008.
- Mike Rebert, Chairman of the RATS Committee and District Executive for PennDOT 5-0 said that once the Project is listed officially, the Committee has the flexibility to adjust the start date, moving it up to October 2017.

- Craig Lutz, Aide to Senator David Argall and a Committee member, supported the Project by stating that the Senator is very interested in the progress of the Project.
- The vote to officially place the Phase 4 Project on the TIP list will take place at the February 18th meeting of the full Committee.

**Revitalization Plan - Tax Increment Financing (TIF)**

- Joe Eways, representing the Sickafus parcel of 10+ acres within the Redevelopment Zone, asked about the tax base that currently exists for the zone. He said that any property owner within the zone could request a hearing to reassess their property's value. If a property owner was successful in lowering the assessed value, the property taxes would be adjusted thereby eroding the overall value of the zone. This would ultimately affect the value of the zone when applying a TIF plan and affect the eventual outcome of taxes that flow to the Borough, County and School District while the TIF is in effect.
- Ken Pick, Director of the Berks Redevelopment Authority said that Mr. Eways is correct and that this could become an issue since property owners have the ability to appeal their tax assessment. The Authority needs to wait until all of the demolition is completed or at least an anticipated completion date before establishing the "base assessment" for the proposed TIF. This method will allow the TIF to capture the highest "incentment".
- Brian Hoffa, Borough Council suggested that the Borough and County would likely vote in favor of establishing a TIF even if the assessed values of the affected properties would be lower. However, the School District might have difficulty with the Plan. This is partly because of the long period of time that the SD would have to wait in order to receive the benefit of the improved property values once the Project is built.
- Jim Adams asked whether a Master Developer would be able to change established plans. Brian Hoffa said that the MD would still need Borough approval to make changes. He also said that the Market Study does validate the New Town Center proposal.
- Ken Pick said that a developer would still have to follow land development regulations.
- The BOSS Committee will use the Final Report of the Market Study to develop a marketing & promotion Action Plan for the New Town Center development.

**BOSS Facade Program**

- *2015 Smaller Projects Completed:*

3402 Hall  
 3437 Koch  
 3461 Updegraff  
 3515 Koch  
 3864 Koch

- *2015 Larger Projects Completed:*

3705 Liptock  
 4306 Weber

-----

- *2016 Smaller Projects in Development:*

3446 Mauser  
 3461 Updegraff  
 3951-55-57 Dentzer  
 4130 Leiby

- *2016 Larger Projects in Development:*

3419-21 Glass  
 4052 Walley  
 4453 Hong

- Sam intends to work with business and property owners over the winter to make several new and larger projects ready for the spring of 2016.
- Approximately \$15,000 of grant funds are ready to be disbursed as reimbursement grants to the property and business owners who have completed their projects but will not be released

until the State Budget is completed. Sam will not submit an application for Year-2 Facade funding until at least \$30,000 of Year 1 funding is utilized.

**Old Business**

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 intends to schedule meetings between BOSS and elected officials this spring.

BOSS 2020 Dining Night Out Fundraiser

- Lisa Gantner suggested that BOSS work with her Recreation Commission this spring on a joint fundraising event.

Alcon Foundation & Wyomissing Foundation Private Grant Programs

- Sam reported that he will investigate offset funding for proposed Landscaping and Painting programs.

Smart Growth Gateway 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 National Association of Realtors has a grant program but it is not robust enough for this project. Merlin Weaver, Wes Stephanik and Sam will continue to discuss this program for a suitable activity.

2016 Downtown Reinvestment Grant for 3400 Block of Penn Avenue

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

**Adjourn**

The meeting adjourned at 8:55 PM.

\*\*\*\*\*

**Next Meeting: Thursday, February 18, 2016  
Borough Council Chambers**