



BOSS 2020 REVITALIZATION COMMITTEE
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SINKING SPRING
BOSS 2020 REVITALIZATION COMMITTEE
SSB COUNCIL ECONOMIC DEVELOPMENT COMMITTEE
SSB BUSINESS & COMMUNITY ALLIANCE
MEETING MINUTES
MAY 19, 2016

Call to Order

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

Present: Charles Coleman (President-D), Brian Hoffa (Council ED), Joe Eways, II (Property Representative), Sam Loth (CDS) and Bob Ludgate (LEC).

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

Guests: Ken Pick (Berks Redevelopment Authority).

A Quorum was not present therefore no official business was conducted.

The Committee asked Mr. Loth to broadcast a message to the BOSS Distribution List reminding members to attend the meetings.

Approval of Minutes

Approval of the March 17, 2016 Meeting Minutes was **Tabled** until the June 16, 2016 Meeting.

Treasurers Report

Approval of the Monthly Treasurer's Report was **Tabled** until the June 16, 2016 Meeting.

[Committee-of-the-Whole](#)

BOSS 2020 Restaurant Placemat Fundraising Project Round 3

- Dave Meas has been finalizing the third version of the Placemat for printing. Lucille Freeman will send a final layout for approval next week. BOSS 2020 will have the center space to promote its message.
- The Committee would like to see more venue locations for distribution of the Placemat.
- Sam Loth requested that the Committee members submit suggestions for the center space message to him.

2016 SSB/BOSS New Town Center Market Study Action Plan

Develop an Action Plan with Goals & Objectives to attract developers to the Project and stimulate CBD economic development.

Financing Options for Strengthening existing businesses

- Sam Loth and Joe Eways have been researching Revolving Loan Fund structure toward establishing a RLF in Sinking Spring for business development.

- At the State level, the PA DCED has a RLF grant available in the Keystone Communities Program. BOSS has been advised that funds allocated to this program component have been designated through June 30, 2017. Therefore, any BOSS application would be focused on an application to the 2017-2018 Fiscal Year (July 1, 2017 through June 30, 2018).
- Mr. Loth and Mr. Eways will continue to research this component for alternative resources.

Financing options for public infrastructure construction and private development construction

- The BOSS Committee and the Berks County Redevelopment Authority are cooperating to present a report to Borough Council on "Tax Increment Financing" at the Council's May 25, 2016 Workshop Meeting.
- Bob Ludgate added that BOSS should not contact the Governor's Center for Local Government Services regarding the TIF program at this time because he is working locally with this financing tool.

Become familiar with Public, Private Partnerships

- The Committee discussed the PA RCAP Program which is an economic development fund directed by the Governor's office.
- Ken Pick said he will investigate the status of the program and how BOSS might be able to use its resources.

Developer Marketing Packet (Press Kit)

- > New Town Center Market Study
- > Claritas Demographic Report
- > BOSS 2020 Annual Report
- > Borough Map and Contact Information
- > More...

Borough/BOSS Intake Process for New Businesses

- Designate an initial *Point of Contact* for business and entrepreneurial inquiries.
- Develop a friendly and accommodating process for permits, licenses and regulatory controls.
- Identify buildings and sites in advance that are mutually desirable for redevelopment.
- Prepare a clear & concise document outlining the community vision for development.
- Make community demographics and other statistics available to investors and entrepreneurs.
- Determine community zones that offer tax abatements and other incentives to developers.
- Consider the LERTA and Tax Increment Financing tools to attract developers and investors.

Mike Hart, Brian Hoffa, Lisa Gantner and Sam Loth will meet in early June to begin planning for the following: 1) Intake Process, 2) Penn Avenue Banner Program, 3) Greening Projects including Gateways.

Other Aspects to be Reviewed

- Become familiar with Site Selector's Community Assessment checklists.
- Develop an Economic Impact Analysis, Cost Comparisons & Workforce Analysis.
- Determine which aspects of a potential NTC development project would need financing.
- Consider an 'Equity Fund' enhanced with cash for loan interest write-downs, rent support and other uses that then could attract banks and/or credit unions, insurance companies and other non-traditional financing to the eastern and western revitalization zones.

BOSS Revitalization Plan - Phases 3 & 4

Funding the public infrastructure construction including the Columbia Avenue Extension and the Penn/Shillington/Mull Intersection Realignment.

Federal Highway Administration "Fastlane Grant Program"

- The new program is: "Fostering Advancements in Shipping and Transportation for the Long-term Achievement of National Efficiencies" (FASTLANE) grant program.

<https://www.transportation.gov/briefing-room/usdot-requests-applications-800-million-new-fastlane-grant-program#.VtSmUfT5amk.gmail>.

- The FFY 2017 Applications will be processed through mid-April 2017. The minimum application request is \$5 Million for smaller projects.
- The program specifically establishes eligibilities for **freight infrastructure, including intermodal projects**. FASTLANE Grants will address many challenges including increased congestion on the nation's highways and the need for a strong multimodal transportation system to support the expected growth in freight movement both by ton and value. It is also in line with the Department's draft [National Freight Strategic Plan](#) released in October 2015.
- Bob has established that Mr. Larry Shifflet (717.787.2862) at the PennDOT Central Office in Harrisburg is the contact person for this new FASTLANE Program.
- Bob's approach would be to initiate a P3 (Public-Private Partnership) that could deed the land required to build the infrastructure to a private developer in return for the developer's investment in building the new infrastructure.
- Sam Loth can support Bob's efforts by continuing to promote the Borough's Federally designated multi-modal freight corridor. Sam will revive the proposal of BOSS to schedule a meeting between Senator Argall's office, the BOSS Committee, Borough Council and the various private 'energy' enterprises that are located along Mountain Home Road.

Public Improvements Grant Funding Western Penn Avenue (Alternative Use)

Construct new sidewalks where none exist in the 4400 Block of Penn Avenue (south side) and improve, widen and construct sidewalks & storm water facilities in the 3800 Block of Penn Avenue (south side).

Possible Alternative Use of Awarded Funds

- Bob Ludgate reported that the two projects noted above awarded \$225,000 through the PA DCED Keystone Communities Program have been changed by PennDOT because of the agency's Penn Avenue 'Betterment' Project scheduled for Sinking Spring Borough in 2017.
- The 4400 Block of Penn Avenue sidewalk and curb installation project may proceed utilizing funds allocated by DCED.
- The 3800 Block sidewalk and curb widening and the improvements to the storm water system may NOT proceed. The project is in conflict with PennDOT's grading and resurfacing plan.
- Bob Ludgate asked Sam Loth to contact DCED to determine whether the funding for this portion of the Keystone Communities 'Public Improvements' project award could be authorized as a change of use for old Borough Hall demolition and/or for construction of new ADA compliant sidewalks and curbing at the Phase 2 intersection realignment at Penn/Columbia/Cacoosing Avenues.
- Sam agreed to present the request to DCED only AFTER Bob can obtain (at least) a cost estimate for razing the former Borough Hall and for more of the properties if possible and a schedule for razing all the Phase 2 properties is (at least) generally established and approved by PennDOT. BOSS must have a clear and concise presentation to DCED in order to preserve project credibility.

2016 Business-Community Alliance (BCA) Work Plan

Prepare a work plan that incorporates the G&O of the Design & Rehabilitation Team and the Promotion & Marketing Team.

Penn Avenue Public Notice Signage

- The BOSS Committee will follow Lisa Gantner's suggestion to announce the Phase 2 Intersection demolition and construction on public signage at the former Borough Hall building site (Columbia & Penn).
- The BOSS 2020 website and the Borough website can also carry this message.
- The Borough Newsletter and the BOSS e-Newsletter can also carry this message.

Establish Relationship with the Gilmore-Henne Foundation

- Sam Loth was asked to contact the John Gilmore and Chad Henne Foundation and arrange a meeting with the BOSS/Borough regarding parks, gateways and activities.

BOSS 2020 Penn Avenue Facade Improvement Grant Program

Facade Program in 2016

- *2016 Smaller Projects Completed:*
3864 Penn - Koch
4902 Penn Phase 1 - Saunders (Underway)
- *2016 Smaller Projects Under Development:*
4130-32 Penn - Leiby
- *2016 Larger Projects in Development:*
3419-21 Penn - Glass (scheduled for September)
4052 Penn - Walley (scheduled for July)

Old Business

- Bob Ludgate reported that the Borough and PennDOT will meet on June 1, 2016 to 'officially' merge the PennDOT Betterment Project and the Borough Phase 2 Intersection project. The purpose of this meeting is to ensure that neither organization builds unneeded or redundant aspects of the two projects but rather work together to build the correct aspects in cooperation.
- Sam Loth and Brian Hoffa will attend 'Tree Tender' training at the PA Horticultural Society in Philadelphia.

New Business

No new business.

Adjourn

The meeting adjourned at 9:00 PM.

**Next Meeting: Thursday, June 16, 2016
Borough Council Chambers**