



## **Mt. Penn Preserve Partnership (MP3)**

Board of Director's Meeting

Wednesday, November 29, 2023

**Note Ms. Kelleher was unable to connect with the Zoom virtual meeting application at this meeting which prevented virtual participation.**

**Members:** –and J. Moore (Alsace Twp), L. Kelleher (Reading), L. Olsen (County), K. Mallatratt (Alsace Twp.)– in person and K. Barnhardt (County) and M. Goodman-Hinnershitz (Reading) – by telephone

**Members absent:** B. Petrov (Mt. Penn), T. Goodman (Mt. Penn), J. Oswald (Lower Alsace Twp.), D. Pottiger (Lower Alsace Twp.)

**Others attending:** None

### **CALL TO ORDER**

Mr. Olsen called the meeting to order at 6:14 pm. He noted that a quorum is present.

### **PUBLIC COMMENT**

Mr. Olsen opened the floor for public comment.

**Mike Stuber** inquired about why the minutes posted on the MP3 are labeled “draft”.

Ms. Kelleher explained that the MP3 meeting minutes are labeled as “draft” until the board approves the minutes at the following meeting.

Mr. Stuber submitted a packet containing the corrections he would like to the summary of his public comment and a petition in opposition to the USDA Deer Management Program.

Ms. Kelleher asked the board to defer on the approval of the September meeting minutes until she has reviewed and considered the changes requested. The Board agreed to defer.

**Note: after reviewing Mr. Stuber's request for changes, Ms. Kelleher agreed to revise the summary of Mr. Stuber's comments as follows:**

*Mike Stubner, of Spuhler Rd., expressed the belief that the Deer Management program at the County owned Antietam property and the City owned area of Mt. Penn is not beneficial. As a resident of Mt. Penn he does not believe there are 107 deer per square mile as reported by the USDA. He also expressed the belief that this USDA program conflicts with the PA Game Commission's policy on hunting around parks and school property.*

#### **APPROVAL OF MINUTES & AGENDA**

Deferred until the January meeting.

#### **TREASURER'S REPORT**

Ms. Mallatratt presented the Treasurer's Report - the MP3 bank account has a balance of \$49,052.07 after concert expenses of \$900 and a bike race donation from Dave Kline of \$265.

**Mr. Moore moved, seconded by Ms. Goodman-Hinnershitz, to approve the Treasurer's Report as presented. The motion was approved unanimously.**

#### **MP3 COG REPORTS AND ACTION ITEMS**

##### **A. Natural Lands Stewardship Plan and Trails Feasibility Study**

Mr. Olsen stated that the public hearing is Tuesday, December 5<sup>th</sup> at 6 pm in Council Chambers, City Hall with a virtual option.

Ms. Kelleher stated that Natural Lands will make a presentation on some observations and preliminary recommendations followed by obtaining feedback from those attending the hearing at six stations. She noted that those choosing to attend virtually can observe only, without opportunity for questions or interaction.

##### **B. Closure of Skyline – Duryea Dr to List Road**

Ms. Kelleher stated that the City submitted the multimodal grant application with the letters of support.

##### **D. Installation of EV Stations**

Ms. Kelleher stated that she followed up with Ms. Ayers-Fisher after the September meeting to inquire about the number and location of the proposed EV stations and she received no response. This item can be removed from the agenda.

##### **E. Update Meeting with Preserve Partners - framework**

After discussion, Mr. Olsen and Ms. Goodman-Hinnershitz agreed to meet prior to the end of December to begin discussing the framework for this meeting.

Ms. Goodman-Hinnershitz stated that she did not run for re-election to City Council and that she will not know her status with the MP3 moving into 2024 until after the new City Council's reorganization occurs. She stated that she will either return representing Reading on the MP3 or representing the Pagoda Foundation as a partner organization.

#### **F. COG Events**

Mr. Olsen stated that the Blues Fest Concert was a sell-out. He noted that Ms. Adams and Mr. Pettyjohn worked to create a reserved seating plan, which resolved a problem from a previous hearing. He stated that the reserved seating plan worked flawlessly. He stated that the profit prior to receipts from the online ticket sales is \$2975. He added that the only hiccup was that Berks Arts paid the artists fees and had the MP3 make reimbursement. He noted that this new arrangement required the artists to receive 1099 IRS forms. He stated that the Marketing Committee will attempt to resolve this problem moving forward.

Mr. Olsen noted the great partnership with the Leiderkranz and their elimination of the usual rental fee. He stated that after discussion, the Marketing Committee decided to hold future events at the Leiderkranz and avoid holding events in Reading at the Fire Tower, Bandshell, etc. due to the special event fees and other requirements.

- **2024 Events**

Mr. Olsen stated that the following events are planned for the upcoming year:

- Jazz Fest event on April 2<sup>nd</sup> in partnership with Berks Arts @ Doubletree during the lunch hour and in the evening at the Leiderkrantz
- Salsa Fest at the Doubletree in partnership with Centro Hispano – date to be determined
- Blue Grass event @ Leiderkranz – date to be determined

Mr. Olsen stated that the Marketing Committee is working to prepare a sponsor package that will allow those interested to sponsor all the events planned for 2024. It is hoped that the plans will be finalized in December/January.

Ms. Goodman-Hinnershitz suggested making the Mt. Penn Partners more visible at the events and to develop an action plan to increase the opportunities for messaging from the partner organizations at 2024 events. She stated that she will send her ideas to Ms. Kelleher.

#### **COMMITTEE REPORTS & RECOMMENDATIONS – submission in written form only**

- Finance & Capital - none
- Promotions & Marketing - attached to the agenda
- Public Safety & Public Services - none
- Environmental & Land Use Committees - none

#### **WRITTEN REPORTS FROM PRESERVE STAKEHOLDERS**

None received.

## 2024 MEETING SCHEDULE

Jan 24<sup>th</sup> or 31<sup>st</sup>

May 22<sup>nd</sup>

Sept 25<sup>th</sup>

March 27<sup>th</sup>

July 24<sup>th</sup>

Dec 4<sup>th</sup> (due to Thanksgiving)

The group decided to hold the January meeting on the 31<sup>st</sup>. Mr. Olsen stated that the January meeting will be held at Reading City Hall.

Ms. Kelleher was asked to work with Mr. Moore and Mr. Pottiger to determine the location of the remaining 2024 meetings. Ms. Kelleher stated that she will advertise the January meeting and the remaining meetings separately after the locations are defined.

## OTHER BUSINESS

None.

## NEW BUSINESS

Ms. Mallatratt reminded the group that in 2024 she will transition from an Alsace Township Elected Official to a resident representing Alsace Township on the MP3. She stated that she would like to also transition off serving as Treasurer, noting that Mr. Moore has agreed to take on those duties.

**Ms. Mallatratt moved, seconded by Mr. Olsen, to appoint Mr. Moore as Treasurer, effective immediately. The motion was approved unanimously.**

## PUBLIC COMMENT

None.

The next meeting is scheduled for Wednesday, January 31<sup>st</sup> at 6 pm at the Reading City Hall

**The meeting adjourned at approximately 6:40 pm on motion of Ms. Mallatratt and Mr. Moore, respectively.**

*Respectfully submitted by Linda A. Kelleher, Secretary*

## Action Items:

1. Linda – follow-up with Alsace & Lower Alsace Twp to set meeting locations
2. Lee & Marcia – discuss need for meeting with Preserve Partners
3. Repairs to Pagoda