



Mt. Penn Preserve Partnership (MP3)

Board of Director's Meeting

Wednesday, July 28, 2021

Hybrid Meeting

Alsace Township Municipal Building

Members: K. Barnhardt (County), K. Mallatratt (Alsace Twp.), L. Kelleher (Reading), M. Goodman-Hinnershitz (Reading), L. Olsen (County) – all in person

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

Others attending: A. Showers, M. Brophy, C. Quandel (BAMBA), R. Rock, L. Kissinger, L. Lloyd, F. Denbowski – all electronically, and S. Rugis – in person

CALL TO ORDER

Mr. Barnhardt called the meeting to order at 7:04 pm. Due to the COVID-19, the MP3 is meeting in a hybrid format that applies a mix of in-person and virtual participation. Public comment invited in writing via email or through registration via Zoom.

PUBLIC COMMENT

Mr. Barnhardt inquired if Ms. Kelleher received any written public comment. Ms. Kelleher replied in the negative. He asked if members of the public present wished to comment. None of the attendees present offered comment at this time.

APPROVAL OF MINUTES

Mr. Barnhardt asked the members to consider the minutes from the May 26th meeting and the agenda for this meeting. No modifications were made and the minutes and agenda were approved by acclimation.

TREASURER'S REPORT

Ms. Mallatratt, MP3 COG Treasurer, called attention to the reports distributed electronically and attached to the agenda showing deposits of expenditures of \$1,151.44, revenue of \$2,000 creating an account balance of \$30,769.69. The balance in the Berks Community Foundation account is \$9,076.68

The Treasurer's Report was approved on motion by Mr. Olsen, second by Ms. Goodman-Hinnershitz, and approved unanimously.

Ms. Goodman-Hinnershitz moved, seconded by Mr. Barnhardt, to ratify the MP3's contribution of \$700 to the Music on the Mountain event. The motion was approved unanimously.

Ms. Kelleher moved, seconded by Mr. Olsen, to authorize Music on the Mountain as an MP3 event and authorizing the Treasurer to accept sponsorships and expend funds for this event from the MP3 accounts. The motion was approved unanimously

MP3 COG REPORTS AND ACTION ITEMS

A. Traffic Shift at the Pagoda Parking Lot

Mr. Rugis stated that City Council approved the award of contract at Monday's meeting for the project, noting that the bid came in at \$170K which is well under the projected budget. Construction will not begin until after the hill climb to avoid conflicts.

Mr. Barnhardt suggested a public education campaign to inform people about this project.

Mr. Rugis stated that the City will also be undertaking a geo-technical study and structural study of the wall, foundation and facility. The use of the facility will then be studied. He predicted that the results should be available in the 4th quarter of this year. Mr. Olsen offered to assist in the selection of the companies that apply to provide these studies.

Mr. Rugis stated that a separate project to upgrade the security cameras at the Pagoda is also planned. Ms. Kelleher suggested linking the new cameras at the Pagoda with those at the Fire Tower and to provide video access to the Reading Police and Central Berks Police.

B. Update on Coordinated Approach to Dumping

Mr. Pottiger was not present to provide an update. The March meeting minutes report that Mr. Pottiger expected to complete the draft RFP by the end of April 2021. An update will be expected at the September meeting.

C. DCNR Grant Trail Feasibility Study and Forest Management Plan

Ms. Showers stated that the DCNR has not submitted requests for additional information. Hopefully a response will occur in the fall.

D. Pagoda Trail Update

Mr. Brophy provided a brief update. Mr. Rugis stated that he and Mr. Brophy walked the trail and they discovered some pedestrian safety concerns at the following intersections: N 11th and Penn Streets, North 13th and Walnut Streets and North 14th and Walnut Streets. As these roads are in the State highway system, PennDOT will need to be consulted. He stated that trail head markers will be needed at the DoubleTree and other locations. He and Mr. Brophy discussed those issues along with trail marking signs.

Mr. Rugis noted the need to also consider ADA compliance and he suggested an ADA Trail Head in the north 14th and Walnut area. He stated that there was a small amount of litter on the trail. Ms. Goodman-Hinnershitz stated that there is a litter problem at the Pagoda and people dump trash over the wall regularly.

E. Request for the Board to reconsider the meeting time

Ms. Kelleher stated that she and some County Planning staff who regularly attend and participate in the meetings, would prefer if the meetings could begin at 6 pm, rather than 7 pm. Ms. Goodman-Hinnershitz and Mr. Olsen agreed, noting that it was easier to get to the meeting soon after the end of the work day, then get finished with the meeting earlier in the evening.

Ms. Kelleher moved, seconded by Mr. Olsen to change the MP3 meeting time from 7 pm to 6 pm. The motion was approved unanimously.

COMMITTEE REPORTS & RECOMMENDATIONS

Note: reports from the committees are included with the agenda.

1. Finance & Capital

Mr. Barnhardt noted the need for this Committee to regroup.

2. Marketing & Promotions

Attached to the agenda.

Mr. Olsen described the Music on the Mountain event, with a Mardi Gras theme, scheduled for August 12th at the Liederkrantz – seating for 300 people. Event sponsors (\$700 each) supporting the event to date are MP3, Pagoda-Skyline, Pagoda Foundation, South Mountain Sports Car – the majority have submitted payment. Ms. Goodman-Hinnershitz and Mr. Barnhardt are covering the cost of the volunteer tee shirts. The gates open at 5 pm, the concert is from 7-9 pm. Food and beverages are available. Mr. Olsen stated that he is working on a VIP package with the DoubleTree.

Mr. Olsen stated that there will be cross marketing with the Berks Jazz Fest and Berks Jazz Fest has agreed that their logo can be used on the Music on the Mountain marketing materials. Liederkrantz will be supplying volunteers to prepare food; however, 25-30 MP3 volunteers are needed to assist with parking, serve food, clean-up, etc. Ms. Goodman-Hinnershitz is organizing the volunteers.

Ms. Showers inquired if an ad will run in the Reading Eagle. She noted the need to use the MP3 intern to assist with the marketing effort and to post the concert on the Facebook page. Mr. Olsen stated that there will be a story about the concert in the Eagle prior to August 12th. Ms. Kelleher offered to coordinate the advertising with the Eagle.

3. Public Safety Committee

No report. The Committee will regroup in August.

4. Environmental Committee

Attached to the agenda.

Public Comment

None.

Other

Mr. Olsen moved, seconded by Ms. Mallatratt, to adjourn the meeting at approximately 8:05 pm.

The next regular meeting of the MP3 COG will be on September 22, 2021 at 6 pm utilizing a hybrid platform at a location to be determined.

Respectfully submitted by Linda A. Kelleher, Secretary

Action Items:

1. Don to finalize the RFP re Dumping w/ assistance from Steve Harrity and Kim by the end of April & advertise
2. Clean-up organization and coordination
 - City Public Works to send Beth & Linda cleanups and other volunteer projects scheduled for the preserve area so they can be added to the online calendar
 - Matt take on point person designation to expand volunteer cleanups on the Preserve.
3. Linda & Kim to finalize the 501c3 application
4. Reminder for City, Alsace & Lower Alsace Twps to coordinate the event permitting process and reporting events to Beth & Linda so they can be added to the online calendar
5. Public Safety and Public Services Committee to address the entire expanse of Skyline as a park/preserve to cure the behavioral issues at areas across Skyline Drive