



Mt. Penn Preserve Partnership (MP3)

Board of Directors Meeting
Wednesday, October 23, 2019
Lower Alsace Township Building

Members: K. Barnhardt (County), K. Mallatratt (Alsace Twp.), L. Kelleher (Reading), T. Styer & D. Pottiger (Lower Alsace Twp.), J. Oswald (Lower Alsace Twp), M. Goodman-Hinnershitz (Reading), D. Barth (Alsace Twp)

Members absent: B. Petrov (Mt. Penn), C. Hurwitz (Mt. Penn), L. Olsen (County)

Others attending: Committee representatives and interested parties

CALL TO ORDER & INTRODUCTIONS

Mr. Barnhardt called the meeting to order at 7:02 pm and stated that a quorum is present.

PUBLIC COMMENT

Mr. Barnhardt opened the floor for public comment. As no one came forward, the public comment period was closed.

APPROVAL OF MINUTES

Mr. Barnhardt asked the members to consider the minutes from the July meeting and the agenda for this meeting.

Ms. Styer moved, seconded by Mr. Oswald, to approve the agenda and the July minutes as presented. The motion was approved unanimously.

TREASURER'S REPORT

Ms. Mallatratt, MP3COG Treasurer, distributed the Treasurer's report showing the following:

- Expenses - \$10,000.00 - Mt. Penn Preserve Partnership – to Berks County Community Foundation
- Deposits - \$455.00
- Balance COG accounts - \$11,690.33

Ms. Mallatratt also distributed the Mt. Penn Preserve Partnership account maintained by the Berks County Community Foundation.

Opening Balance - \$10,000.00 – transfer from COG account
Investment Income - \$23.89
Administrative Fee - \$1,000.00
Ending Balance - \$9,023.89

A motion was made by Ms. Styer, seconded by Mr. Barth, to approve the Treasurer’s Report and file it for audit. The motion was approved unanimously.

MP3 COG ACTION ITEMS

- A. Capital Budget Recommendation from Finance Committee – approve, reject, amend:
- ⇒ Trail signage - \$40K
 - ⇒ Trail maintenance (including mapping) - \$40K
 - ⇒ Trailhead at Rotary Park - \$40K

Mr. Barnhardt explained that the Finance Committee reviewed the capital needs identified and selected those listed above as projects that can be achieved over the upcoming year. He noted that as the City and County are the primary landowners, these expenses will be borne by the City and County, not the other municipalities. He explained that the City and County both budgeted \$20K in the 2020 budgets to help accomplish these projects. He stated that grants will be sought to offset the remaining costs. He suggested designing the trail signage so it appears specific to the MP3, rather than to another organization.

A motion was made by Ms. Styer, seconded by Mr. Barth, to approve the capital budget presented by the Finance Committee. The motion was approved unanimously.

- B. 2020 Meeting Dates – define the 2020 meeting schedule - approve, reject, amend.

Mr. Barnhart suggested moving to bimonthly meetings in 2020, which will help stimulate the work of the committees.

January 22 nd Lower Alsace Twp	March 25 th Alsace Twp
May 27 th Pagoda	July 22 nd Lower Alsace Twp
September 23 rd Pagoda	December 9 th Lower Alsace Twp

A motion was made by Ms. Goodman-Hinnershitz, seconded by Ms. Mallatratt, to approve the 2020 meeting schedule as listed. The motion was approved unanimously.

- C. Update – The City’s Public Works Director agreed to explore the shift of the traffic lanes at the Pagoda Island to eliminate the traffic lane running through the Pagoda parking area.

Ms. Kelleher stated that the Finance Committee plans to consider this project in 2020. Unfortunately due to the large scope of work this may take two years or more to complete. The project will begin with a traffic study in early 2020.

In response to a question, Ms. Goodman-Hinnershitz stated that the partying at the Pagoda has quieted down due to the time of year. She inquired about the status of the security guard for the Pagoda. Ms. Kelleher stated that Public Works is putting out an RFP for these services prior to the end of the year.

D. Approval of the final invoice #8601 from the Little Old German Signmaker in the amount of \$514.10 - approve, reject, amend.

A motion was made by Ms. Styer, seconded by Ms. Kelleher, to authorize the payment of this invoice from the operations account. The motion was approved unanimously.

There was discussion on the use of the logo on promotional items, forms and Facebook.

COMMITTEE REPORTS & RECOMMENDATIONS

Note: reports from the committees are included with the Oct 23rd agenda.

1. Finance & Capital

Ms. Kelleher explained that the Committee worked to prepare the budget that was approved this evening. Work on the shift of traffic around the Pagoda Island will begin in 2020. The Finance Committee will assist with the trail mapping project.

2. Marketing & Promotions

Ms. Burkovich stated that the Committee has worked solely on completing the calendar project so sales could begin with the upcoming holiday season. She and Ms. Mallatratt are going to do the design work in-house so the project can conclude more quickly. She stated that a few more photographs are needed. For example, they are seeking a photo of the fireworks at the Pagoda for January and a photo of Patty Pagoda at the Pagoda for February.

Mr. Johnson stated that he will follow up on the January photo. And Mr. Oswald will follow up with Ms. Crupi regarding the Patty Pagoda photo. Ms. Burkovich noted that the photos must be high quality and in a landscape format.

Ms. Burkovich stated that the cost of the calendar project is \$1155.40 (for 400 calendars) with sponsor payments of \$1260 covering that cost. She note that the sponsors will be provided with 36 copies of the calendars. The calendars will be sold for \$10 with a potential profit of \$400. The sales will begin at the end of November.

There was a discussion on the tax exempt status of the organization. There was also a discussion on how to handle requests to purchase calendars from those who do not live in the area. It was decided that the County and City would handle this shipping issue on an as needed basis.

Ms. Burkovich stated that the logo has been finalized and will be emailed out to various people to begin using. She stated that there are a few types to select from and color can be added by the user. (Note: the logo was added to these minutes!)

3. Public Safety Committee

Mr. Kline stated that there is no update. This committee did not meet since the last MP3 COG meeting.

Environmental Committee

Mr. Rock reported that the Committee is beginning work on creating a map that will identify the trail types with topographical landmarks.

Mr. Brophy stated that the Committee will be meeting on Monday, October 28th at 6:30 pm at the Bingaman Nature Center to discuss moving this project forward. BAMBA and other partner groups are also attending this meeting.

Mr. Barnhardt thanked the Committee for taking on this important task. Ms. Burkovich stated that the trails in Antietam Park and Neversink have been GPS'd and mapped. Mr. Barnhardt asked this Committee to continue their work and remember to consult with the other committees as they progress.

There was a discussion on the need to organize the trail types by use (hiking, bike, etc.) with a rating of the difficulty.

Mr. Brophy described the goal to form partnerships with the organizations that regularly use the trail system and to begin a volunteer trail management plan. Mr. Johnson asked the Committee to include Mr. Kissinger (City Arborist), Mr. Lederer (Asst. Dir. County Parks) and himself to the contact list.

OTHER MATTERS

Mr. Barnhardt stated that he will follow up with Mt. Penn to see who their representatives will be, as they missed this meeting and the July meeting. In response to a question, Mr. Barnhardt explained that Mt. Penn is a MP3 partner due to their name and proximity.

Ms. Goodman-Hinnershitz stated that there is a sponsor for New Year's Eve fireworks at the Pagoda. The Pagoda Foundation is working to schedule entertainment and other planning.

The next regular meeting of the MP3 COG will be on January 22, 2020 at the Lower Alsace Township Building at 7 pm.

Respectfully submitted by Linda A. Kelleher, Secretary