

**Berks County Operations Minutes**  
**December 14, 2021**  
**9:30 am**

***Christian Y. Leinbach, Commissioner, Chair***  
***Kevin S. Barnhardt, Commissioner, Vice Chair***  
***Michael S. Rivera, Commissioner***  
***Ronald Seaman, Chief Administrative Officer***  
***Christine M. Sadler, Esq., County Solicitor***

**APPROVAL OF MINUTES**

The Operations meeting minutes of the December 7, 2021 were approved as presented.

***9:30am – 10:00am***

***IMAGINE Berks Update - Rich Overmoyer, CEO Fourth Economy, Pamela Shupp-Menet, Deputy CAO/Director of Economic Development, Derek Harris, Economic Development Coordinator - Information only***

Director of economic development, Pamela Shupp-Menet introduced the team members involved in IMAGINE Berks as well as those apart of Fourth Economy Consulting to provide an update and plan for IMAGINE Berks in the new year.

Rich Overmoyer displayed a PowerPoint presentation while illustrating some of the current and projected goals of IMAGINE Berks. To start, there is both an active website and blog that are maintained and updated to provide the public with the most up-to-date information on this venture. A survey has been deployed to obtain the broadest community feedback possible, as this endeavor will touch members of the community, which is why securing the most widespread community participation and input achievable is a very conscious and vigorous effort regarding said survey. Interviews are being conducted with community stakeholders to discuss visions, focuses, and goals as well as identify any barriers that may exist. Building sessions are scheduled to commence virtually in January throughout the first quarter. These sessions will incorporate important anchoring concepts such as, but not limited to marketplace scenarios, trends, retention, GDP growth, entrepreneurship in smaller sectors as well as land use, development, and preservation. Compilation of baseline data and analysis will continue.

Current analysis of Berks County shows resiliency, strong growth and labor flows, as well as in our surrounding counties, stability in the industry and employment base and positive GDP growth. Berks has good placement within the region allowing for plenty of potential.

The commissioners as well as Pamela Shupp-Menet all agreed that finding innovative ways to compel community-members to complete the survey is of the utmost importance. Rich Overmoyer followed-up by ensuring that their client team handles outreach and will remain focused on diversity and mapping as well as a targeted follow-up which will include interviewing as needed. It was also highlighted by Pamela Shupp-Menet that the City of Reading is also a partner involved in this effort which is a positive and strengthening factor.

**PUBLIC COMMENT**

No comments.

There being no further business to discuss, the meeting was adjourned by Commissioner Leinbach at 9:53 a.m.

Respectfully submitted,

A handwritten signature in blue ink that reads "Carmen Torres". The signature is written in a cursive style and is positioned above a horizontal line.

Carmen Torres, Chief Clerk