



MP3 COG  
Executive Committee  
Organizational Meeting  
Wednesday, September 23, 2020  
6 PM  
Virtual Meeting

## **AGENDA**

Due to the Declaration of Emergency and COVID-19 also known as the Coronavirus, public buildings are closed to the public; therefore the public is prohibited from attending the meeting. Public comment will be accepted in writing through an email to [council@readingpa.gov](mailto:council@readingpa.gov) or letter to City Clerk, 815 Washington St, Reading PA 19601. Public comment must be submitted by 3:30 pm on the day of the meeting to allow time to distribute the comments submitted. All comments received will be read into the record.

Public participation is also available through the Zoom info copied in below. If the link does not work, please copy and paste the link into your browser bar.

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join.

<https://readingpa.zoom.us/j/98348728459?pwd=bmhVNm1DY3VrQSt3NUhCMUpGY1czdz09>

Password: 408460

Or join by phone:

Dial(for higher quality, dial a number based on your current location):

US: +1 646 558 8656 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 9128 or +1 253 215 8782 or +1 346 248 7799 or 888 475 4499 (Toll Free) or 877 853 5257 (Toll Free)

Webinar ID: 983 4872 8459

Password: 408460

1. CALL TO ORDER - K. Barnhardt, Chair

2. PUBLIC COMMENT

As per the instructions above.

3. APPROVAL OF AGENDA & MINUTES - July 22, 2020 meeting

4. TREASURER'S REPORT

5. REPORTS AND ACTIONS

a. Payment of Bills

b. Update on Mt. Penn withdrawal

- c. Update Pagoda Partying
- d. City executed MOU with MP3 COG for the Pagoda Trail project
- e. Update on Coordinated Approach to Dumping
- f. DCNR Trails Feasibility Study – A. Showers

- To move forward with preparing a grant application to DCNR for a Mount Penn Preserve Trails Feasibility Study and Forest Management Plan.
- Determination of how much match from the previously allocated \$40,000 will be used for Study/Plan.
- An MOU to be prepared between the COG, BAMBA and Berks Nature which states we shall not compete with one another regarding projects and/or grant applications on Mount Penn Preserve and shall instead apply jointly on grant applications. The MOU should also include that all parties will be responsible in supporting and implementing the Trail Feasibility/Forest Management Plan upon completion.

6. **COMMITTEE REPORTS & RECOMMENDATIONS – submission in written form only**

- Finance & Capital – *no report; working with Public Safety & Environmental on signage & grant app*
- Promotions & Marketing
- Public Safety & Public Services – *report attached*
- Environmental & Land Use Committees – see attached proposal pgs 11-15

7. **ADJOURN – next meeting December 9<sup>th</sup>**



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

Board of Director's Meeting

Wednesday, June 22, 2020

Virtual Meeting

**Members:** K. Barnhardt (County), K. Mallatratt (Alsace Twp.), L. Kelleher (Reading), D. Pottiger (Lower Alsace Twp.), M. Goodman-Hinnershitz (Reading), L. Olsen (County)

**Members absent:** B. Petrov (Mt. Penn), C. Hurwitz (Mt. Penn), D. Barth (Alsace Twp), J. Oswald (Lower Alsace)

**Others attending:** Committee representatives

### **CALL TO ORDER & INTRODUCTIONS**

Mr. Barnhardt called the meeting to order at 7:00 pm and stated that a quorum is present. Due to the COVID-19 Declaration of Emergency, the MP3 is meeting virtually with 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 or requests from those attending the virtual meeting. Ms. Kelleher replied in the negative.

### **APPROVAL OF MINUTES**

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

**The May minutes and the agenda were approved by acclamation with no changes.**

### **TREASURER'S REPORT**

Ms. Mallatratt, MP3COG Treasurer, called attention to the reports attached to the agenda showing no expenses or income; however, she noted that there is a typo in the beginning balance figure; the beginning balance should be listed as \$19,280.83 which matches the end balance. A corrected copy will be forwarded. Attached.

**A motion was made by Ms. Kelleher, seconded by Mr. Olsen, to approve the Treasurer's Report for July and file it for audit. The motion was approved unanimously.**

### **MP3 COG ACTION ITEMS**

#### **1. BAMBAs Upgrade to Silver Rating**

BAMBAs is working to add the additional signage requested for the upgrade to Silver.

#### **2. Payment of Bills**

Ms. Mallatratt stated that there are no additional bills requiring Board approval.

#### **3. Update on the Withdrawal of Mt Penn**

Mr. Barnhardt reported that Mt. Penn has submitted their resignation letter. Due to the pandemic, he and Mr. Olsen were unable to schedule a meeting to speak with the Mt. Penn officials about the need to reconsider their resignation. He noted that when signing the MP3 agreement, all municipalities committed to participating for a 10 year period and he

also noted the difficulties in getting Mt. Penn to agree to participate in the COG in general. He stated that he will call the Mt. Penn solicitor next week to schedule a meeting or conference call with the elected officials.

#### **4. Update on the DCNR Grant**

Ms. Showers stated that the County Planning Commission will be working on a grant application for a study of the Mt. Penn Trail system, similar to the study of the Antietam Trail system. She stated that a steering committee needs to be assembled to assist with answering some questions on the application. She also noted the need to get some additional feedback from Mr. Barnhardt about the purpose of the grant and who will monitor the use of the funding. She stated that Ms. Kelleher assisted in identifying some potential grant partners such as BAMBA, Mr. Kissinger, City Arborist who manages the trails, and Ms. Murphy from Berks Nature and the Greater Reading Trail System. She stated that the grant requires a 50% match and some in-kind contribution.

Mr. Barnhardt stated that he and Ms. Showers will speak with Ms. Murphy next week about signing on as a partner, without making a financial contribution. The 50% match will be funded by the Capital contributions made by the City and County. Mr. Barnhardt also stated that he will follow up with Ms. Showers next week about the grant info she needs.

In response to a question, Ms. Showers stated that the in-kind contribution is staff time and salaries, equipment, etc. Ms. Kelleher suggested coordinating so the time and equipment Mr. Kissinger and BAMBA spend on trail maintenance and management can be counted toward the in-kind contribution.

#### **5. Update on Pagoda Partying**

Ms. Goodman-Hinnershitz stated that there has been no change in the disruptions at the Pagoda since the security company started. While the security has helped it is not a solution. Those misbehaving have altered their time of arrival based on when the guards go off duty. She stated that a plan is being coordinated by the Reading Police Chief.

Mr. Pottiger noted that similar problems also exist at the Fire tower, Egelman's and the Antietam Lake Dam Breast. He stated that the Fire Tower is partially gated and there are active security cameras installed.

#### **6. Update on Mt. Penn Trail Management**

Mr. Kissinger reported that regular meetings with BAMBA about coordinated trail management occur. He stated that BAMBA also reports regularly on their trail related projects. He noted that while adding signage BAMBA is also working to provide signage on the fire trail gates which is being coordinated with the County DES to improve the coordination of emergency services for those requiring assistance on the trail system.

### **COMMITTEE REPORTS & RECOMMENDATIONS**

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

### **1. Finance & Capital**

No report; currently working with Public Safety & Environmental on signage and a trail assessment study. County Planning will submit a DCNR grant application to assist with the funding for the trail assessment.

### **2. Marketing & Promotions**

Ms. Burkovich stated that the report is attached to the agenda. She noted that the Committee is seeking reimbursement for the printing costs of the brochure. An estimate will be prepared at the September meeting. She stated that the group is considering starting Yoga at the Pagoda on the lawn area. She stated that due to the pandemic a 2021 wall calendar will not be prepared but the Committee is considering a smaller magnet calendar for the refrigerator that would be complimentary and feature the MP3 logo and social media addresses.

Mr. Pottiger suggested considering additional fundraising initiatives.

Ms. Burkovich asked for assistance in getting in contact with Mr. Stefanik to finalize the transfer of the domain name.

### **3. Public Safety Committee**

The Public Safety Committee report is attached to the agenda

### **4. Environmental Committee**

Mr. Brophy stated that a new plan with cost estimates is provided with the agenda for the Pagoda Trail which is a 4 mile walk round trip beginning at the DoubleTree Hotel, using the existing trails (see the attached map). He stated that maps could be provided at the Pagoda and Double Tree Hotel. He estimated the cost of the trail signage at \$3000. He inquired if the MP3 would support the project.

Ms. Showers, who assisted with the preparation of the attached report, stated that this could go into effect prior to the completion of the trail study since it will use existing trails. The signage will be consistent with that currently used by BAMBA and Berks Nature.

All present agreed with the proposal as the MP3's first project. Ms. Goodman-Hinnershitz stated that she will seek the City's approval through the Managing Director and Mr. Kissinger. Ms. Kelleher was asked to schedule a meeting.

Mr. Olsen volunteered to speak with Mr. Poole at the Hotel about assisting in promoting the trail.

**Ms. Mallatratt moved, seconded by Ms. Goodman-Hinnershitz, to provide funding not to exceed \$3000 for this project, after approval is obtained from the City. The motion was approved unanimously.**

**OTHER MATTERS**

None.

**Ms. Kelleher moved, seconded by Ms. Mallatratt, to adjourn the meeting at approximately 8:10 pm.**

The next regular meeting of the MP3 COG will be on September 23, 2020 via Zoom at 4 pm.

*Respectfully submitted by Linda A. Kelleher, Secretary*

**Action Items:**

1. Kevin & Lee to arrange meeting with Mt. Penn Elected Officials through Solicitor
2. Kevin to provide Ashley with response to DCNR Grant questions
3. Ashley to convene DCNR Grant Steering Committee
4. Linda to schedule meeting with City Man Dr for Marcia & Lester re Pagoda Trail
5. Lee to speak with Craig Poole re promoting the Pagoda Trail



MT. PENN PRESERVE PARTNERSHIP

TREASURER'S REPORT – SEPTEMBER 23, 2020

Opening Balance

\$ 19,280.83

Checks

\$ 00.00  
\$ 00.00  
\$ 00.00 – CHECK TOTAL

Deposits

\$ 10.00  
\$ 100.00  
\$ 40.00  
\$ 150.00 – DEPOSIT TOTAL

Ending Balance

\$ 19,430.83

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Berks County Community Foundation

April 1, 2020 through June 30, 2020 statement attached

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2020 Calendar Sales

\$ 2,065.00 – total income received  
\$ 1,155.40 – expenses  
\$ 909.60 – profit to MP3



BERKS COUNTY  
COMMUNITY FOUNDATION

**Fund Activity Statement for  
Mount Penn Preserve Partnership Fund**

*April 1, 2020 to June 30, 2020*

<b>Beginning Grantmaking Value 4/1/2020:</b>		9,063.61
<b><u>Additions:</u></b>		
Gifts	0.00	
Investment income	3.98	3.98
<b><u>Distributions:</u></b>		
Grants paid	0.00	
Administrative fee	0.00	
Bank and credit card fees	0.00	0.00
<b><i>Ending Fund Value 6/30/2020:</i></b>		<b>9,067.59</b>

**No Gifts**

Grantee	Date	Amount
No Grants		0.00



**MP3 COG Marketing Report**  
**September 23, 2020**  
**Virtual Meeting**

**Committee Members:** Beth Burkovich (Chair); Corrie Crupi, Mark Dudash; Kim Mallatratt; Lee C. Olsen, AIA; Donna Reed; Mike Reinert

**2020 Mount Penn Preserve Wall Calendar**

- Current profit from Calendar sales is \$909.60.
- Waiting to hear back from two individuals regarding the number of calendars sold.
- The remainder of the calendars are being given away for free.

**2021 Mount Penn Preserve Calendar**

- Continuing to research the feasibility of providing a free calendar refrigerator magnet that would display the Mount Penn Preserve Logo and website/social media information in the header of the magnet.

**MP3 Promotional Brochure**

- A final draft of the brochure is being prepared and will be emailed to the MP3 COG once complete for review and comment.
- The brochure will be available digitally as well as hard copy.
- Printing will be provided by Olsen Design Group Architects provided the MP3 COG will reimburse for printing costs.

**Website Migration**

- The domain name [www.mtpennpreserve.org](http://www.mtpennpreserve.org) has been successfully transferred from the original owner to the MP3 at no cost.
- Website hosting prices to migrate the website from its current location are attached. The marketing committee requests that the MP3 COG determine how to proceed.

**Website Migration Costs**  
**Updated: 9.18.20**

**SiteGround**

**StartUp Plan Hosting**

- Includes backup of site, SSL certificate, unlimited websites, 10gb storage, 10,000 monthly visits, WordPress website, 24/7 support.
- Accepts credit card, PayPal.
- Estimated Cost for 3 years: \$377.64, \$125.88 per year, \$14.99 per month once contract expires.
- Estimated Cost for 2 years: \$239.76, \$119.88 per year, \$14.99 per month once contract expires.
- Estimated Cost for 1 year: \$83.88, \$41.94 per year, \$14.99 per month once contract expires.
- Domain Name: \$17.95 to transfer from GoDaddy to SiteGround, then \$17.95 each year to renew domain name.

**GoDaddy**

**Deluxe Hosting**

- Includes 75gb of storage, 100k monthly visitors, backup of site, SSL certificate, SEO, malware scans/repair, WordPress website, 24/7 support.
- Already have payment account set up.
- Estimated Cost for 3 years: \$359.94, \$119.98 per year, \$16.99 per month once contract expires.
- Estimated Cost for 2 years: \$251.76, \$125.88 per year, \$16.99 per month once contract expires.
- Estimated Cost for 1 year: \$131.88, \$65.94 per year, \$16.99 per month once contract expires.
- Domain Name: \$17.99 per year. Current domain expires May 2021.

### **Bluehost**

Choice Plus Plan for WordPress Hosting, 3 years: \$539.64

- Includes backup of site, SSL certificate, free domain for 1 year, 24/7 support

SiteLock (malware protection): \$24.99 per year

Search Engine Optimization Tools (helps drives traffic to site): \$71.40 per year

G Suite (productivity email): \$60 per year

Estimated Cost (with SiteLock and SEO) for 3 years: \$828.81, \$276.27 per year, \$92.09 per month

### **WP Engine**

StartUp Plan for WordPress Hosting, 3 years: \$840

- SSL certificate, 10gb storage, 25,000 visitors, 24/7 support

Estimated Cost for 3 years: \$840, \$280 per year, \$23.34 per month

**Mt. Penn Preserve Public Safety & Public Services Committee**  
**2<sup>nd</sup> Quarter Report for 2020**

**Committee Members:** P. Kline, D. Pottiger, K. Mallatratt, C. Wenger; S. Kauffman; L. Kissinger; Reps from Central Berks and Reading Police; L. Kelleher, J. Blatt

**Linking Cameras at the Fire Tower and Pagoda**

No update at this time.

**Quality of Life Problems at the Pagoda**

Executed Mutual Aid Agreement providing Central Berks Police with the ability to enforce local ordinances at the Pagoda.

The Reading Police Chief has coordinated deployment of security guards with the on-duty patrol officers. Patrol officers report to the Pagoda area around dusk, speak with those in the area and then clear the area at the time the park closes. This approach has helped greatly.

Public Works has reviewed the area on the southeastern side of the rock island at the Pagoda and determined that the southbound traffic lane can be shifted to allow the closure of the southbound traffic lane through the Pagoda parking lot. The Dep. Public Works Director explained that it will cost approximately \$200K to do the work required for this shift. Due to the procurement requirements, it is hoped that the project can be completed during the spring of 2021.

**Trail Management**

The City Arborist has developed a sound relationship with BAMBA and there is joint work to maintain the trails and address trail alterations or installations that have not been approved by the City.

The City executed an MOU with the MP3 COG for the Pagoda Trail.

**Egelman's Park and Dam**

The City received grants to assist with the repair of the dam and to help cure the marshy conditions in the park.

**Multi-municipal Approach to Dumping**

Due to the high amount of illegal dumping across the Preserve and other areas, a multi-agency work group was formed to develop a solution. The work group recently met with the Joint Purchasing Council for assistance and will be submitting an RFP to find a contractor who can clear debris that is too large for the municipality to handle.