



MP3 COG Board
Wednesday, May 22, 2024
6:00 PM
Alsace Twp Municipal Bldg.

AGENDA

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

Please click this URL to join. <https://readingpa.zoom.us/j/88916561110?pwd=dYMtNaFTlJbX6lqdhIVVXablQg8o5K.1>

Passcode: 695316

Or join by phone:

Dial: +1 309 205 3325

Webinar ID: 889 1656 1110

Passcode: 695316

I. CALL TO ORDER - K. Barnhardt, Chair

II. PUBLIC COMMENT

Members of the public are invited to comment on any item on the agenda (5 minutes time limit) or any item not already on the agenda (3 minutes time limit).

III. APPROVAL of AGENDA & MINUTES – March meeting minutes

IV. TREASURER’S REPORT –

- a. Payment of Bills –
 1. Ratifying payment in the amount of \$476.66 for food/beverages for the musicians at the concert.
- b. Treasurer’s Rept.

VI. REPORTS and ACTIONS

- a. Natural Resource Stewardship Plan re Trails Feasibility Study – Natural Lands
- b. Closing Skyline to vehicular traffic – Guiderail Project – D. Anspach
 1. Yes, the guiderail is being installed on the downhill side of the roadway on the bike lane side. This is intended to protect walker/bikers from vehicle traffic as well as provide a legitimate guiderail to prevent vehicles from hitting spots where the walls are compromised. A secondary effect is hopefully to limit illegal dumping over the downhill side. Yes, it may move it to the uphill side but uphill does not require ropes and high angle trash removal.
 2. Snow clearing is not discussed as of yet but leaf clearing is still an option by using the City’s Vac truck over the guiderail. The city only plows to the fire tower and stops. The LA picks up the rest.
 3. City Engineer previously estimated the project at \$1.3M. The amount of the grant request can be confirmed with Enid as I did not see the second round application yet.
 - 4.

c. Master Plan Initiatives that could be linked with events

1.11 1.12 Trailhead Improvement at Drenkel Field

1.14 1.15 Gravity Sports at Spuhler Lane

****2.1 Dog Park at Egelman's Park**

2.6 2.7 Trailhead Improvements at Mineral Spring Park

3.6 3.7 Trail Connection from Antietam Lake to Lower Alsace

4.2 4.3 Trailhead Improvements at Rotary Park

****5.7 5.8 Frisbee Golf Course – 9 holes approx. \$20K**

6.13 6.14 Trail Difficulty Standards

6.16 6.21 Security Cameras on Mount Penn tied to Police - \$500K budgeted for 5

Capital Project Mgr suggests trail maps/kiosks, trash cans, dog waste stations, etc. can be added to increase interest beyond grading and gravel to get sites more functional rather than trailheads

d. Update on Events

- Volunteer Update for These Events – 6-8 per event + more for pre-event activities
 - Sunday, August 25, 2024 - Mountain Folk Bluegrass Fest
@ The Reading Liederkrantz
 - Sunday, September 22, 2024 - Berks County Rock & Roll Hall of Fame
Concert & Induction Party
@ The Reading Liederkrantz
 - Wednesday, November 20, 2024 - Berks Blues Fest
@ The Reading Liederkrantz
- Sponsorship / fundraising budget for all 4 events.

VII . COMMITTEE REPORTS & RECOMMENDATIONS – submission in written form only

- Finance & Capital – none
- Promotions & Marketing – attached
- Public Safety & Public Services – none
- Environmental & Land Use Committees – none

VIII. WRITTEN REPORTS FROM PRESERVE STAKEHOLDERS – none submitted

IX. ADJOURN – Next Meeting July 24, 2024 at 6 pm @ Reading City Hall



MP3 COG Board
Wednesday, March 22, 2024
6:00 PM
Lower Alsace Muni Bldg

Members: –J. Moore (Alsace Twp), L. Kelleher (Reading), J. Baez, Jr. (Reading), L. Olsen (County), K. Barnhardt (County), D. Pottiger (Lower Alsace), A. Sellers (Lower Alsace) – in person.

Members absent: B. Petrov (Mt. Penn), T. Goodman (Mt. Penn)

Others attending: J. Oswald and H. Ahrens

Note the City's remote access was unavailable and the virtual option was unavailable.

CALL TO ORDER

Mr. Barnhardt called the meeting to order at 6:01 pm. He announced that a quorum is present. He welcomed Ms. Sellers who is the new representative from Lower Alsace and Mr. Baez, the new representative from Reading.

PUBLIC COMMENT

Mr. Barnhardt opened the floor for public comment. No one present expressed the desire to comment. The public comment period was closed.

APPROVAL OF MINUTES & AGENDA

Mr. Barnhardt noted the need to consider the minutes from the January 2024 meeting.

Mr. Olsen moved, seconded by Mr. Moore, to approve the January 2024 minutes. The motion was approved by acclamation.

TREASURER'S REPORT

Mr. Moore presented the January/February Treasurer's Report - the MP3 bank account has a balance of \$57,998.51 after the submission of dues by participating municipalities and a refund

from GoDaddy totaling \$10,725. He noted that Ms. Burkovich caught the over-charge problem with GoDaddy and she worked with the company to obtain a refund.

Ms. Mallatratt moved, seconded by Ms. Kelleher, to approve the Treasurer's Report. The motion was approved unanimously.

Mr. Moore stated that the following two expenses for the April concert need to be ratified. The expenses were paid after support was obtained via email.

5. Ratifying the purchase of promotional postcards for the April concert at the cost of \$79.92.
6. Ratifying the payment of \$1,000 for the sound and lighting technician for the April 3rd concert, approved at the Jan 31st meeting after an agenda amendment.

Ms. Kelleher moved, seconded by Mr. Pottiger, to ratify the bills paid. The motion was approved unanimously.

MP3 COG REPORTS AND ACTION ITEMS

A. Natural Lands Stewardship Plan and Trails Feasibility Study

Ms. Kelleher stated that Natural Lands completed their field visits. The public meeting to present the draft plan is scheduled for April 18th in Council Chambers at 6 pm. There will also be a virtual option and the meeting link will be on the promotional materials.

B. Closure of Skyline – Duryea Dr to List Road

Ms. Kelleher stated that the City plans to apply for a DCED Multi-modal grant for the guiderail project, which does not require matching funds.

Ms. Barnhardt recalled that the project will protect the walls from vehicular accidents and will protect the area from illegal dumping. Ms. Kelleher stated that the guiderails will also seal off the lookouts to vehicles. She added that the project also includes the gating of Skyline at List Road and Shearer Road.

Three questions were raised:

1. Will the guardrails protect both sides of Skyline Drive?
2. How will snow and debris be cleared from the bike lane on the west side of Skyline?
3. What is the cost of the project and how much will be sought from the grant?

Ms. Kelleher will follow-up with the City.

Note the City's Capital Project Manager responded to the three questions as follows:

1. Yes, the guiderail is being installed on the downhill side of the roadway on the bike lane side. This is intended to protect walker/bikers from vehicle traffic as well as provide a legitimate guiderail to prevent vehicles from hitting spots where the walls are compromised. A secondary effect is hopefully to limit illegal dumping over the downhill side. Yes, it may move it to the uphill side but uphill does not require ropes and high angle trash removal.

2. Snow clearing is not discussed as of yet but leaf clearing is still an option by using the City's Vac truck over the guiderail.
3. A City Engineer previously estimated the project at \$1.3M. The amount of the grant request can be has not yet been confirmed.

Mr. Pottiger questioned the amount of financial assistance that will be required. Ms. Kelleher stated that there have been general discussions on the division of the cost but no decisions can be made until the costs are determined after the engineering has been completed.

E. Update Meeting with Preserve Partners - framework

Mr. Olsen indicated that this task has not been completed.

F. COG Events

Mr. Olsen stated that the following 4 concerts are booked:

- 1) WEDNESDAY, APRIL 3, 2024 - BERKS JAZZ FEST
" A SMORGASBORD OF JAZZ "
@ The Reading Liederkrantz up on the Mountain
- 2) SUNDAY, AUGUST 25, 2024 - MOUNTAIN FOLK BLUEGRASS FEST
@ The Reading Liederkrantz up on the Mountain
- 3) SUNDAY, SEPTEMBER 22, 2024 - BERKS COUNTY ROCK & ROLL HALL OF FAME CONCERT & INDUCTION PARTY
@ The Reading Liederkrantz up on the Mountain
- 4) WEDNESDAY, NOVEMBER 20, 2024 - BERKS BLUES FEST
@ The Reading Liederkrantz up on the Mountain

Mr. Kline, of Kline Productions, is finalizing all the artists at this time. The expanded lineup was approved by the MP3 Board in 2023. Draft budgets for each concert have been prepared and sponsor packages will cover the 3 concerts scheduled for April, August and November. Mr. Olsen stated that historically the concerts have been sell-outs.

Mr. Olsen stated that the Marketing and Events Committee began by contacting the Berks Jazz Fest and the organization suggested beginning with a free concert to build credibility. The MP3 followed suit with a free outdoor concert in August 2021 followed by becoming the Jazz Fest's and the Blues Fest's pre-opening act for the Jazz Fest, which is promoted by the Jazz Fest. These are sell-out concerts.

Mr. Olsen explained that the September Rock and Roll Hall of Fame Concert will be an all-day event and ticket prices are being considered.

Mr. Olsen stated that these events will require a larger pool of volunteers.

Mr. Baez suggested contacting the local colleges for volunteers and local businesses that organize employees as volunteers for community events.

Ms. Sellers noted that companies that provide employee volunteers should be recognized as sponsors, as there is an in-kind cost for that service.

Mr. Baez offered to draft a letter to businesses and the colleges to begin this process.

Ms. Mallatratt suggested tying a Mt Penn Preserve project to the concerts and other events. Mr. Olsen agreed, noting that Ms. Kelleher could provide some suggestions from initiatives in the Master Plan.

Mr. Baez suggested assigning one person to lead the sponsorship effort. Mr. Olsen stated that the sponsorship effort is lead by committee with members handling various tasks. He noted the fabulous contribution from Ms. Adams from BCTV.

Ms. Sellers stated that she has never seen any marketing for the concerts and she suggested including Instagram. Mr. Olsen and Ms. Mallatratt explained how the marketing/outreach efforts work. Mr. Olsen noted the great work by Graphic Design artist Rick Royer who works in the County Planning Department.

Mr. Ahrens requested Mr. Royer's email address so he can obtain a copy of the graphics produced to publicize the concerts.

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.

NEW BUSINESS

Mr. Barnhardt noted the attendance of Mr. Ahrens, Mt. Penn Manager. He explained that Ms. Kelleher was asked to contact to Mr. Ahrens to inquire about reconnecting Mt. Penn with the MP3. He explained that Mt. Penn was included when the COG was formed and they took a break over the past few years. He stated that as Mt. Penn now has a manager, they may be ready to reconnect. He stated that he agreed to offer Mt. Penn a waiver of the dues from the past few years and starting fresh with the payment of 2025 dues.

No one on the MP3 Board objected to waiving Mt. Penn's prior dues. However, Mr. Baez suggested reducing Mt. Penn's payment by 50% for 2025.

Mr. Ahrens stated that the Mt. Penn Council may be ready to reconnect. He suggested a presentation at a Mt. Penn meeting in June/July of this year.

Mr. Barnhardt highlighted some of the benefits of participating in the MP3 COG, noting that the MP3 municipalities will never be asked to contribute to capital projects undertaken by the MP3. Those capital projects are the responsibility of owner – the City and the County.

Ms. Kelleher noted the recent amendment allowing elected officials from the participating municipalities to name a citizen as their representative.

Mr. Barnhardt and Ms. Mallatratt noted that this forum provides an equal voice to the participating municipalities.

Mr. Ahrens suggested attempting to gather information on the economic impact of Mt. Penn and its activities and events. Ms. Kelleher was asked to obtain this information if it exists.

OTHER BUSINESS

None.

PUBLIC COMMENT

None.

The next meeting is scheduled for Wednesday, May 22nd at 6 pm at Alsace Township.

The meeting adjourned at approximately 7 m on motion of Mr. Baez and Mr. Pottiger, respectively.

Respectfully submitted by Linda A. Kelleher, Secretary

Action Items:

1. Ms. Kelleher to follow-up with the City regarding the guiderail project
2. Mr. Baez to draft letter to colleges and businesses seeking volunteers to work at the upcoming concerts
3. Ms. Kelleher to provide project suggestions from the Master Plan Initiative List
4. Ms. Kelleher to contact BAMBA and the Traffic Office to attempt to obtain info re economic impact of the COG



MT. PENN PRESERVE PARTNERSHIP

TREASURER'S REPORT – April 30, 2024

<u>Opening Balance</u>	\$ 57,998.51
<u>Checks</u>	\$ 3,190.00 Dave Kline
<u>Total Disbursements</u>	\$3,190.00
<u>Deposits</u>	\$0.00
<u>Total Deposits</u>	\$0.00
<u>Ending Balance</u>	\$54,808.51

MP3 COG Marketing Report

May 22, 2024

Alsace Township Building

Committee Members: Beth Burkovich (Chair); Corrie Crupi; Kim Mallatratt; Lee C. Olsen, AIA; Mike Reinert; Rick Royer

MP3 Marketing Promo Ideas and Awareness

- There is concern that local representatives of organizations and businesses that are geographically close to the Mount Penn Preserve are not aware of the organization and the MP3 marketing team discussed/brainstormed ways to overcome this challenge.
- MP3 marketing discussed ways to include additional MP3 marketing items for the 2024 scheduled music events. The goal is to have cost effective ways to get the MP3 more recognized.
- MP3 marketing determined that distributing the postcards for the upcoming music events is a great way to promote throughout the summer and fall months.
- MP3 marketing stressed the importance of using our mission statement to help guide the MP3.
- Discussions about supplying the MP3 brochure to more businesses and organizations to educate the community could be another way to help promote and bring awareness to the MP3.
- MP3 also discussed utilizing social media more by bringing more awareness on more social media platforms in addition to Facebook and the website.

Other MP3 Events at the Reading Liederkrantz

- The marketing committee is in the process of preparing the promo items for 3 more events to be held in 2024 at the Reading Liederkrantz.
- The draft items have been developed and sent to the MP3 marketing and events committee for review. The draft items include a Poster for each event and digital branding for the events. The ticketing links have been created and the ticketing platform to sell tickets to the August and September events are ready for public use. Postcards for two of the all-day events in August and September are in the process of being created.
- A draft poster of the November MP3 event is also being developed.
- The MP3 is waiting for the MP3 COG to determine the date for announcing the August and September all-day music events.