



CITY COUNCIL

Committee of the Whole

Monday, December 27, 2021

5 pm

Virtual Meeting

Agenda

The City Council Committee of the Whole meetings are filmed and can be viewed LIVE while the meeting is taking place via the attached Zoom link and dial-in phone number, on Facebook and on BCTV MAC Channel 99 or at your convenience at <https://www.readingpa.gov/content/city-council-video>.

Due to COVID-19, the public is prohibited from physically attending the meeting. In person attendance to view the meeting is permitted in the Penn Room in City Hall – use the 8th Street doors. To attend the meeting via our virtual app, please log-in using the link or the dial-in phone number below.

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

Please click this URL to join.

<https://readingpa.zoom.us/j/85068160676?pwd=YnA3c1NuejZxZHc4OW5MTFB3dmt4Zz09>

Passcode: 767238

Or One tap mobile:

+13126266799,,85068160676#,,,,*767238# US (Chicago)

+16465588656,,85068160676#,,,,*767238# US (New York)

Or join by phone:

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

US: +1 312 626 6799 or +1 646 558 8656 or +1 301 715 8592 or +1 346 248 7799 or +1 720 707 2699
or +1 253 215 8782 or 877 853 5257 (Toll Free) or 888 475 4499 (Toll Free)

Webinar ID: 850 6816 0676

Passcode: 767238

- | | | | |
|-------------|--|------------------------|----------------|
| I. | Youth Academy | Chief Tornielli | 20 mins |
| II. | Police Shift Change | Chief Tornielli | 20 mins |
| III. | Downtown Public Private Partnership Amendment | | 20 mins |

IV. Salary Adjustments

20 mins

V. Agenda Review

Drafted by Law
Sponsored by/Referred by Mayor
Introduced on 12-13-21

BILL NO. ____-2021

AN ORDINANCE

**AMENDING CHAPTER 23, PART 12, OF THE CODE OF THE CITY OF READING, DOWNTOWN
REVITALIZATION PUBLIC PRIVATE PARTNERSHIP**

The Council of the City of Reading hereby ordains as follows:

Section One: Chapter 23, Part 12, of the Code of the City of Reading is amended, in Exhibit A hereof.

Section Two: This Ordinance shall be effective ten (10) days after adoption pursuant to Sections 219 and 221 of the City of Reading Home Rule Charter.

Adopted _____, 2021

President of Council

Attest:

City Clerk

Sent to Mayor _____

Date: _____

Signed by Mayor _____

Date: _____

Vetoed by Mayor: _____

Date: _____

Over-ridden by Council:

Date: _____

EXHIBIT "A"

§ 23-1201. Authorization.

The City ~~Council~~ recognizes the need to increase the economic momentum in the Central Business District of the City of Reading, Berks County, Pennsylvania (the "City") in and around Penn Street. The City desires to partner with the ~~Greater Reading Chamber Alliance (GRCA)~~ and major stakeholders,

under the direction of the Mayor, to create synergy needed to move our city forward. The City looks to use the resources and ability abilities of the GRCA its partners to administer an economic development strategy and initiatives including but not limited to the Main Street Program assist with an Economic Development Strategy, including but not limited to a Commercial Corridor program that will 1) promote a sense of community and unified purpose, 2) assure the historic continuity of the City's architectural heritage, 3) improve the image and perception of the City to residents and visitors and 4) strengthen economic rejuvenation of property and commerce for the benefit of all.

The Downtown Revitalization Public Private Partnership ~~is hereby authorized and shall consist of nine voting members, serving voluntarily, to serve four year staggered terms, as follows~~ will consist of:

- ~~A member of City Council, initially serving a two year term, selected and appointed by City Council~~
- ~~• A representative of the Mayor's administration, initially serving a two year term, selected and appointed by the Mayor~~
- ~~• A representative of a large business, initially serving a four year term, selected and appointed by City Council~~
- ~~• A representative of a small business, initially serving a four year term, selected and appointed by the Mayor~~
- ~~• Two representatives from private entities, initially serving three and four year terms respectively, selected and appointed by the GRCA~~
- ~~• One citizen, who must be a City resident who is not employed, appointed or elected to any government position, initially serving a three year term, selected and appointed by the Mayor~~
- ~~• The City of Reading Designated Downtown Coordinator~~
- ~~• The Executive Director of Downtown Revitalization, who shall be employed by the GRCA~~
- * a representative from City Council, initially the President of Council
- * a representative from the Mayor's administration
- * the Community Development Director from the City of Reading
- * a representative from the County of Berks administration
- * a representative from the Greater Reading Chamber
- * a representative from Berks Alliance
- * a representative from the Latino Chamber
- * a representative of the Reading School District
- * a representative of the Reading Parking Authority
- * a representative from Collegetowne
- * The Downtown Coordinator

~~Each appointing entity shall have the ability to select and appoint an alternate member who shall have the same term as the full member to attend meetings and participate in the member's absence.~~

~~Any appointment made after the effective date of the October 8, 2018 amendment that does not comply with any of the requirements and conditions as stated herein shall be considered null and void.~~

§ 23-1202. Officers.

Each appointing entity shall have the ability to select and appoint an alternate member who shall have the same term as the full member to attend meetings and participate in the member's absence.

The Downtown Director shall serve as the Chair of the PPP and will facilitate the meetings, provide agendas, and lead discussions, and be the spokesperson of the public private partnership. All meetings will be memorialized by means of meeting minutes which will be distributed to the members within 10 days following a meeting.

~~The membership shall elect the positions of Chair, Vice-Chair and Secretary annually at their January meeting.~~

~~—A. Chair. The Chair shall preside at all meetings and shall have the duties and powers normally vested in the Office of Chair. He/she shall enforce the bylaws and regulations of and be the official spokesperson of the public private partnership, along with the Executive Director.~~

~~—B. Vice Chair. The Vice Chair shall carry out the Chair's duties in case of absence, incapacity, or resignation.~~

~~—C. Secretary. The Secretary will be responsible for keeping the official minutes of the public private partnership. The monthly minutes, agenda and reports shall be provided to the City of Reading City Clerk, after they are approved by the Board.~~

~~—D. Program Manager. The Executive Director of Downtown Revitalization, will be employed by the GRCA, shall be the Program Manager, responsible to the Public Private Partnership for carrying out its Revitalization Program.~~

§ 23-1205. Purpose.

A comprehensive approach to downtown revitalization involves aesthetics, business creation, business retention, and housing possibilities – all creating a healthy and economically vibrant downtown. The public private partnership shall focus on building a stronger downtown community through a ~~five~~ three-year strategic plan including ~~the Main Street Commercial Corridor~~ program's four point approach of Organization, Promotion, Design and Economic Restructuring, as well as the City's strategic plan.

The Downtown Revitalization Public Private Partnership shall involve government officials, business organizations, and property owners to:

- Implement an effective business strategy to recruit appropriate small and large businesses;

- Encourage the development of new housing in the upper levels of commercial properties to strengthen the social and economic vitality of the downtown;
- Undertake community renewal programs at the local level;
- Facilitate an effective planning process that ensures that capital investments of public funds will enhance the aesthetics and economics of the commercial district through appropriate design that respects the historic architecture of the target area;
- Develop strategies, to update zoning requirements and building code requirements that may discourage economic reinvestment;
- Promote economic activity through a coordinated outreach and communication strategy to publicize activities;
- Measure and evaluate progress in meeting established goals.
- Preserve significant or historic buildings and provide an environment that attracts new investment to enable the adaptive reuse of these buildings for new **Main Street Commercial Corridor** enterprises;
- Develop effective communication with existing downtown merchants and residents:
- Develop a coordinated marketing effort to attract investments, prospective businesses, and new residents.

§ 23-1206. Duties.

A. Exercise administrative and general fiduciary review of the State **Main Street Commercial Corridor** program and the operations and programs of the ~~Downtown Revitalization Public Partnership Program, including but not limited to preparation of a budget, management of expenditures, operation of programs, and activities~~ **Pennsylvania Downtown Center**.

B. Authorize the ~~Executive Director of Downtown Revitalization, employed by the GRCA, the~~ **City's Downtown Coordinator** as the Downtown Revitalization Public Private Partnership Program Manager.

C. Apply for grants and other funding to successfully implement the Program.