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**Environmental Advisory Council**  
**Tuesday, November 30, 2010**

The regular meeting of the Environmental Advisory Council was held on the above date for the transaction of general business.

Present – H. Rauenzahn, D. Beane, J. Drayer (via speaker phone), A. Molteni - 4

Also present – S. Katzenmoyer, D. Hoag, E. Lloyd, B. Twyman

**CALL TO ORDER**

Harriet Rauenzahn called the meeting to order at 5:45 pm.

**APPROVAL OF MINUTES**

Motion was made by Mr. Beane, seconded by Ms. Drayer, to approve the October 26 minutes as written. Motion carried unanimously.

**SUSTAINABLE BUSINESS NETWORK**

Eron Lloyd distributed information regarding the Sustainable Business Network. He stated that the Network has been operating since the PA Energy Fest.

Mr. Lloyd stated that business and the environment do not need to be at odds. He stated that there are Sustainable Business Networks in many areas surrounding Berks County, some beginning as early as 2001. He noted his work on the Mayor’s Anti-Poverty Committee and the Act 47 Community Committee which culminated in his work on the Network. He stated that the Network will provide a model for sustainable business in Berks County and better economic development.

Mr. Lloyd stated that the City needs more industrial businesses that can be self-sustaining and support a network of other City businesses. He stated that many businesses in Berks offer low wage jobs and do not employ those from the local area.

Mr. Lloyd stated that there is a new micro-loan program which has been shown to provide more jobs per dollar than large loans to a single employer. He stated that small businesses tend to be more committed to being supportive of their neighborhoods and being environmentally friendly. He stated that a task of the Network will be to educate businesses on ways to become sustainable.

Mr. Lloyd described the importance of keeping wages earned by City residents in the local economy and stated that the Network will be sponsoring a "Buy Local" campaign. Mr. Molteni expressed his belief that the current business model is broken. He also noted the importance of buying locally.

Mr. Lloyd stated that 60% of jobs are created by small businesses.

Ms. Hoag expressed her belief that people do not think about their purchases. She stated that buying one large item affects many small businesses who contribute components of the large item. She noted the difficulty in finding "American made" products. She noted the many businesses lost to the area after the large companies closed.

Mr. Lloyd noted that many local businesses need assistance with local marketing and basic business knowledge.

Ms. Rauenzahn questioned if there has been press coverage. Mr. Lloyd stated that he has not contacted the press during the organizational process but will be launching a media campaign.

Mr. Lloyd stated that there is much interest in the Network. He stated that the Network will fill a niche for small businesses who are not members of the Chamber. He noted that the Network will target businesses that are not members of the Chamber so that there is no competition.

Mr. Beane noted that the Network may wish to cooperate with the Chamber in the future. He stated that he is a member of the Chamber's Environmental Round Table and that they are not addressing small businesses. Mr. Lloyd stated that he has spoken with the Chamber's executive director.

Mr. Lloyd stated that he will be appearing on BCTV this evening and will begin marketing the Network now that the ground work is done. He stated that there are already 15 member businesses.

Mr. Twyman expressed his belief that the Network sounds like a win-win situation and that the Network would be a success.

Ms. Rauenzahn stated that she would like to have a panel of member businesses on a future BCTV program.

### **OTHER BUSINESS**

- Summit – Ms. Rauenzahn and Ms. Katzenmoyer reviewed the meeting discussion.
- Recycling Center – Mr. Molteni expressed his belief that the City needs a recycling center. Mr. Beane and Ms. Hoag stated that there is not enough space for a recycling center in the City.
- Long-Range Planning – Ms. Rauenzahn stated that Ms. Ortiz will be returning in December to complete the long-range planning process.
- Bernhart Park – Mr. Beane reported that the City's work team has drafted a response to Exide's revised work plan. He stated that a meeting will be held on December 9 to discuss the City's concerns with the revised plan. Mr. Molteni expressed his doubts about the current output at the Exide location and stated that he does not feel the facility is closely monitored.

The meeting was adjourned at 7:03 p.m.

The next meeting of the Environmental Advisory Council will be held on Tuesday, December 28 at 5:30 pm in the Council Office.

Respectfully submitted by  
*Shelly Katzenmoyer*  
Deputy City Clerk