

CITY COUNCIL

Strategic Planning Committee

Monday, October 3, 2016
5:30 pm (at conclusion of Special Mtg)
City Council Office

Strategic planning determines where an organization is going, how it's going to get there and measures success over time. It ensures the most effective use of the organization's limited resources by focusing resources on key priorities. The Council Strategic Planning committee will prioritize, in collaboration with the City's administration, the City's goals, objectives and strategies and determine which initiatives take precedence for implementation, under three main objectives: Finance, Standards of Living and Economic Development

Committee Members: J. Waltman, C. Daubert, J. Slifko, M. Goodman-Hinnershitz, B. Twyman, S. Marmarou, D. Reed

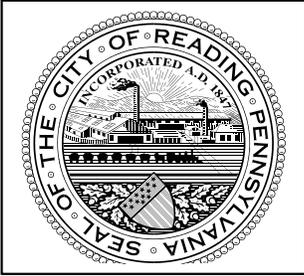
Although Council committee meetings are open to the public, public comment is not permitted at Council Committee meetings. However, citizens are encouraged to attend and observe the meetings. Comment from citizens or professionals during the meeting may be solicited on agenda topics via invitation by the Committee Chair. All electronic recording devices must be at the entry door in all meeting rooms and offices, as per Bill No. 27-2012

- 1. Representative Caltagirone**
- 2. Budget Review**
 - a. Define Review Meeting Schedule**
- 3. Update Penn Square Properties**
 - Unwinding of agreements**
- 4. Administration's Topics**

Upcoming Topics

- - Delinquent EIT Collection**
- - BPT, LST & Per Capita Collection**

- - Healthcare
- - Pension Reform
- - Housing & Codes Strategy
- Solving common problems with 3rd class cities and surrounding municipalities
- Update on East Ends and Baer Park
- Update on Angelica re DCNR



CITY COUNCIL

Strategic Planning Committee

Monday, September 6, 2016
Meeting Report

Attending: J. Waltman, B. Twyman, J. Slifko, S. Marmarou, D. Reed

Others Attending: G. Steckman, A. Palacios, P. Vasquez, L. Kelleher, C. Younger, R. Johnson

The meeting was called to order at 5:55 pm by Mr. Waltman. He asked Mr. Slifko to chair the meeting.

I. Executive Session

Council went into executive session at 5:56 pm to interview Mr. Palacios, candidate for the CD Director position. The executive session ended at 6:25 pm.

II. Rockland Street Project

Mr. Johnson explained that this project will beautify and provide traffic calming in the 1100 block of Rockland Street. He stated that the project is being funded by PennDOT, Albright and the Wyomissing Foundations, along with federal funding. The project will install a center median, with cut aways, two (2) bike lanes, street lighting, new trees and will reduce the lanes of traffic from four (4) to two (2). He expressed the belief that this project will enhance the area and support the proposed student housing project at the Rockland Plaza. He stated that Weis Markets is aware of the project.

Ms. Kelleher and Mr. Marmarou stated that the Store Manager at Weis reported that he was not informed about the project.

Mr. Steckman stated that he requested the addition of street lighting for added safety. He noted that the City will bear no financial responsibility for this project.

Mr. Marmarou objected to the installation of the medians and reducing the lanes of traffic to two (2) as this will cause undue congestion. He stated that trucks turning into the commercial area parking lots will also create congestion and safety issues. He also stated that the addition of bike lanes will pose additional safety risks and he noted that the installation of medians will create additional hazards for pedestrians.

Mr. Tywman stated that he shares Mr. Marmarou's concerns.

Ms. Reed stated that the concept is good. She questioned Riverplace Development's involvement, as their name appears on the drawing distributed to Council. She expressed the belief that this Corporation dissolved several years ago.

Mr. Johnson stated that he is unaware of Riverplace's involvement in the project.

Mr. Steckman stated that the Wyomissing Foundation, Perrotto Builders, PennDOT and Albright are involved in this project. He stated that there is another organization involved but he cannot recall the name of the organization.

Ms. Reed stated that during the McMahan administration, the money in the City Fine Arts fund was withdrawn and moved to Riverplace. She stated that she has been trying to unravel this issue for a few years. She stated that there is funding remaining and she expressed the belief that the remaining funding should come back to the City's for the Fine Arts program.

Mr. Steckman agreed to look into this issue. He stated that he and Mr. Johnson are attending the College Heights Community Council meeting on Sunday evening to review this plan with the organization.

Ms. Kelleher reminded the group that College Heights was supposed to be included in the development/design of this project; however, the group was excluded.

Mr. Marmarou asked Mr. Johnson to check the turn radius at the cut-aways in the medians to see if there is sufficient space for both cars and delivery trucks.

Mr. Slifko inquired about the timeframe for this project. Mr. Johnson stated that the construction oversight manager position has been bid out and PennDOT approval is required.

Mr. Johnson left the meeting.

III. Penn Square Properties

Mr. Palacios stated that he has been speaking with HUD and that the two (2) Section 108 loans are transferrable to a new developer. He stated that the loans must be secured and HUD approval is required prior to the transfer.

Mr. Steckman stated that a new prospective tenant is coming in next week. The air conditioning systems are being checked. He noted the need to find a developer prior to the upcoming heating season. He stated that the administration is currently considering a new developer.

In response to a question from Mr. Slifko, Mr. Steckman stated that the next steps are to find a developer, preferably before the upcoming winter, and getting HUD approval to transfer the 108 loans.

III. Berks LST, BPT and Per Capita Collection

Mr. Steckman stated that he is working with Berks EIT to obtain the estimated uncollected EIT. He stated that the Per Capita and LST collection were bid out; however, the due date was pushed to September 15th due to the questions from several organizations interested in responding.

IV. Healthcare

Mr. Steckman stated that the healthcare cost is expected to increase by 5% or less for 2017. He noted that the administration is developing a 401K type plan to replace the current defined benefit pension plan for new employees.

Mr. Steckman described the problems with employees' overuse of the emergency room and urgent care facilities in place of a primary care physicians which drives healthcare costs up. He stated that employees do not take advantage of Aflac supplemental insurance type plans to assist with the various medical costs such as surgery, eye glasses, disability, etc. He stated that payments for supplemental insurance programs are made with pre-tax dollars. He explained that employee education on health care and supplemental insurance has been poor in the past. He stated that an education program will be held in the upcoming months to better educate employees about health care related issues.

Mr. Steckman stated that HR is making arrangements with retirees who were under billed for insurance premiums. They are also working on making corrections to providing healthcare for retirees who have become re-employed by an organization that offers a healthcare plan comparable to the City's healthcare plan.

The Strategic Planning Committee meeting concluded at approximately 7:15 pm.

Respectfully submitted
Linda A. Kelleher CMC, City Clerk

Follow-up Items

September Strategic Planning

- Housing and Codes Strategy
- BPT, LST and Per Capita Collection
- Penn Square Properties