



CITY COUNCIL

Strategic Planning Committee

Monday, June 6, 2016
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

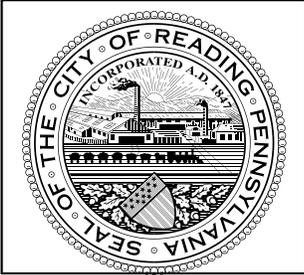
Committee Members: J. Waltman, C. Daubert, J. Slifko, M. Goodman-Hinnershitz, B. Twyman, S. Marmarou, D. Reed

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. **3rd & Elm Properties re Habitat for Humanity**
2. **Update Penn Square Properties**
 - Unwinding of agreements
3. **Pension Reform**
4. **Berks EIT**
 - TCC Ordinance
 - Delinquent EIT Collection
 - BPT & Per Capita Collection
5. **Codes Enforcement Update**

Upcoming Topics

- Pension Reform
- 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, May 2, 2016
Meeting Report

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

Others Attending: L. Kelleher, F. Lachat, T. Coleman, C. Younger, R. Johnson, A. Palacios

The meeting was called to order by Mr. Waltman at approximately 5:03 pm. He announced the need to begin in executive session to discuss a variety of litigation topics. Mr. Coleman concurred.

Mr. Scott arrived during the third portion of the executive session.

The executive sessions concluded at 6:31 pm and the session was opened to the public.

1. Healthcare

Mr. Scott stated that he has scheduled an internal meeting to discuss this topic. Mr. Waltman suggested that the Finance Chair or a Finance Committee member be added to the work group.

Mr. Scott stated that the process must begin by sending a letter to the County HR Department. Mr. Waltman and Ms. Goodman-Hinnershitz stated that former

Managing Director Snyder has already taken these initial steps. Mr. Scott stated that the County has asked for the process to restart.

Mr. Waltman asked that this topic be moved to the Finance Committee agenda.

2. Pagoda Foundation

Ms. Goodman-Hinnershitz stated that an inter-municipal meeting has been scheduled for tomorrow evening to discuss the use of the mountain and its resources/facilities as a whole. She explained the need to improve coordination around activities that occur on the mountain. She noted the great number of visitors who come to the Pagoda and the other facilities. She stated that the Foundation is currently working to expand the operational hours of the Pagoda.

3. Main Street

Ms. Reed explained that the duties of the current DID Authority Board and the Main Street Board are duplicative; however, the Main Street Board has no funding stream to help move it forward. She stated that the Main Street Board recently discussed a change. Currently the two (2) boards operate autonomously. The Main Street Board operates using five (5) subcommittees: Operational (currently defunct), Design, Clean Safe and Green, Promotions and Business Opportunity (formerly known as Economic Restructuring). Ms. Reed noted that while the Design and Promotions committees are functioning, it appears that the others are not. She noted that if Clean Safe and Green were operating the Penn Street Posey would not need to continue to manage the medians and other downtown greenspaces.

Ms. Reed stated that the newly proposed structure would eliminate the Operational Committee and replace it with the Main Street Committee and have the five (5) committees report to the DID Board. She noted that currently the chairs of the five (5) operating committees appoint members to their committees. However, the Main Street Board members are appointed by the Mayor and City Council. She said that under the new structure, the DID Board would make appointments to the Main Street Committee creating new opportunities for diversity and participation by those who have interest in the downtown.

Mr. Waltman noted the lack of visible progress made by the overall Main Street effort. He questioned the lack of tangible results after six (6) years. Ms. Reed noted that other communities have had success. She stated that after the approval of Reading's Main Street Committee, the DCED funding dried up.

Mr. Waltman stated that during his last midday visit to the 500 block of Penn Street, he noticed dirty streets and lack of thriving businesses that would properly serve a broad range of tastes and needs. He stated that he expected better results.

The group discussed the current and proposed structures of the Main Street and DID Board. The group agreed that a change in structure was needed. All were asked to submit suggestions.

4. Other

Ms. Reed reviewed the plans for the event at the Lauer Memorial scheduled for tomorrow at 2:30 pm on the Perkiomen Avenue side of the park. She asked those available to attend to help greet the members of the Brewers Association, who donated \$25K toward the restoration of the memorial. She noted that an additional \$35K donation to complete the project is planned and a larger event may occur next year.

Mr. Daubert described the recent effort of his students to raise \$4,500 for a local non-profit.

Mr. Twyman noted the success of the Duryea Bike Race held this past Saturday.

The Strategic Planning Committee meeting concluded at approximately 7:05 pm.

Respectfully Submitted by Linda A. Kelleher CMC, City Clerk