Although Council committee meetings are open to the public, public comment is not permitted at Council Committee of the Whole 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 President of Council.

All electronic recording devices must be located behind the podium area in Council Chambers and located at the entry door in all other meeting rooms and offices, as per Bill No.27-2012.

I. Main Street Update  (draft ordinance at pg 15)  5:00 pm

II. Agenda Review

III. Other Matters/Adjourn

Update Schedule
Scheduled for July Strategic Planning
(1) Under housing plan/de-conversion – assigned to Managing Director:
  • Provide an update on the housing strategy with a presentation by Winnie Branton of DCED in late April - At this time, Council will inquire about the possibilities of land banking and conservatorship being included in the housing strategy
  • Provide a report on the non-owner occupied properties in each neighborhood and present de-conversion strategy with incentive recommendations
  • Report on Property Maintenance staff’s self-assessment and ordinance amendment recommendations, providing for:
(a) reduction of fees and increased time between inspections for good landlords, and (b) increased penalties for non-compliant property owners

- Recommendation for the implementation/operation of the $1M in Blighted Property Remediation funding and the $400K in curb/sidewalk replacement

(2) Under public infrastructure in neighborhoods – assigned to Managing Director:
- Provide progress report on the expenditure/implementation of the following funds:
  (a) $3.5M for paving over 5 years
  (b) $2.5M for parks
  (c) $250K for improvements to City property
- Update on expansion of security camera system
- Update on draft ordinance putting ownership/maintenance of shade trees with the City, instead of property owners

(3) Under parking plan – assigned to Managing Director:
- Update on status on the status of the Parking Authority’s Parking Plan study

(4) Under urban planner – assigned to Managing Director:
- Update on filling urban planner position(s) Note: Position Ord allows 1 Planner III AFSCME position

Scheduled for August Strategic Planning

(1) Under sub-topic “Create economic development manager” – assigned to Managing Director:
- An economic development summit should be convened, with all the major partners in the City’s economic development represented, including: the CD Department, the Managing Director’s Office, City Council, RRA, County development agencies, major private development organizations, major real estate investors, GRCA, Main Street, (others?).
- The purpose of the summit would be to arrive at a consensus vision of which entities should play which roles in the economic development of the City, and also to establish a mechanism by which all entities communicate regularly and co-ordinate their efforts. The summit should be facilitated by an independent professional, either an economic consultant or John Kramer former director of the Center for Excellence in Local Government.

(2) Under sub-topic “Create blighted property plan/ Develop shovel-ready sites” – assigned to Managing Director & CD Director:
- Develop a system whereby non-profit housing entities (NHS, Habitat, etc.) are assigned individual properties from the blighted property list to develop and return to the tax rolls. Also, make these blighted properties available for private developers to bid on. This is the same system that was in place several years ago, but was suspended under the Spencer administration.
• Have the Administration develop, by the next meeting, its prioritized list of top 11 industrial/commercial sites slated for demolition, based on the factors of public health and safety and economic impact on the surrounding neighborhood. An approximate price tag for each demolition should be given.

(3) Under sub-topic "Create Red Carpet process for businesses and developers"—assigned to Managing Director & CD Director:

• Develop a system whereby one City employee is assigned to each prospective business/developer in order to help them through all bureaucratic red tape and facilitate their chances of success.

• All directions from the One-Stop process should be put in writing and given to the prospective business/developer, so that it is clear to all parties what is required.
COMMITTEE of the WHOLE  
CITY COUNCIL  
MINUTES  
June 11, 2018  
5:00 P.M.  

COUNCIL MEMBERS PRESENT:  
J. Slifko, S. Marmarou, B. Twyman, M. Goodman-Hinnershitz, D. Reed, L. Sihelnik  

OTHERS PRESENT:  
L. Kelleher, S. Smith, A. Dominguez, W. Stoudt, D. Cituk, J. Krafczek, O. Deming, R. Johnson, P. Heizmann, E. Gensemer  

The Committee of the Whole meeting was called to order at 5:03 pm by Mr. Slifko.  

I.  Aulenbach’s Cemetery  

Mr. Heizmann distributed a document showing several items that the cemetery needs but cannot fund. He stated that the grass cutting and tree trimming alone will cost between $30,000 and $42,000 annually.  

Mr. Waltman arrived at this time.  

Mr. Heizmann stated that Aulenbach’s Cemetery is struggling. He stated that they recently bought a security camera and did roof repairs. He stated that the cemetery has $23,000 per year income which includes $12,000 from trust interest, a $5,000 contribution from Mt. Penn and a $5,000 contribution from Reading.  

Mr. Steckman arrived at this time.  

Mr. Heizmann stated that the cemetery needs more volunteers and additional financial assistance. He expressed the belief that additional assistance from Reading and Mt. Penn
would be very helpful. He explained that the condition of the retaining wall along Perkiomen Ave is troublesome and important to repair. He stated that this project will be very costly. He stated that grants are difficult to secure and wait times are very lengthy. He stated that there are also many trees within the cemetery which need to be removed or trimmed.

Mr. Steckman stated that it would be helpful if the City had a cost estimate for the wall repairs. He stated that he and Mr. Johnson will visit the cemetery next week. He suggested that the cemetery may be able to join the City’s contract for plowing services. He also suggested that the City arborist may be able to assist with addressing the trees. He presented Mr. Heizmann with the City’s 2018 $5,000 contribution.

Mr. Waltman requested a pro forma statement of costs to determine how the City can assist. He noted his support of the cemetery and expressed the belief that Reading should continue to play a role there. He expressed the belief that the Administration can be very helpful.

Mr. Heizmann stated that this is great news and noted the need for continued dialog. He stated that a similar presentation will be made to Mt. Penn Borough Council to determine if they can provide additional assistance and noted the need for open communication.

Ms. Goodman-Hinnershitz stated that she frequently walks through this cemetery and commended the work of the cemetery board. She expressed the belief that the cemetery walls are in imminent danger. She stated that Cemetery Lane, a private street, is in damaged condition due to the use of very large, heavy trucks.

Mr. Heizmann stated that the property owner on Cemetery Lane is unreasonable to work with. He stated that having Olivet in Pendora Park has helped improve lighting but vandalism increases each summer. He stated that the cemetery is difficult for police to patrol.

Mr. Marmarou expressed the belief that the City should increase its contribution. He suggested that the cemetery board look at funding possibilities by the State, County and the Dept of Veterans Affairs. Mr. Gensemer stated that they have not yet checked those funding sources but that he will follow up.

Ms. Reed stated that the Monument Preservation Committee has made a large impact. She suggested that the cemetery board find family members of those interred at Aulenbach’s to begin a fundraising campaign.

Mr. Waltman agreed with Ms. Reed.
Ms. Reed suggested that the genealogical society may be able to help with this research. She stated that she will contact the Monument Preservation Committee to see if they can assist.

Ms. Kelleher stated that she has worked with the cemetery board to obtain assistance from the PA Historical Museum Commission but that it has been delayed. She explained that Ms. Johnson, the City’s Preservation Specialist, needs to review the application and has not responded to multiple emails since it was submitted to her on January 25. Mr. Steckman stated that he will follow up with Ms. Johnson.

Mr. Twyman noted the importance of connecting generations. He noted the historic significance of the cemetery. He suggested that Reading youth be employed by the cemetery and suggested that young people also be approached to volunteer.

Mr. Palacios arrived at this time.

Mr. Twyman noted the successful youth employment program at PA Career Link. He stated that he will contact them and report back to the cemetery board.

Mr. Gensemer stated that the Antietam JROTC has done volunteer work at the cemetery.

Mr. Twyman suggested that Mr. Gensemer also contact Reading JROTC. Mr. Gensemer stated that he will contact them.

Mr. Waltman questioned the number of people on the cemetery board. Mr. Heizmann stated that there are currently six members on the six member board. He stated that many elected officials have been invited to board meetings but that they do not attend.

Mr. Waltman noted the need for the City to interface with the cemetery board. Mr. Steckman suggested that a staff member serve as liaison since the City will be spending its resources to assist. He noted the need to understand the investment that is needed and suggested that the cemetery board begin a “Save the Cemetery” campaign.

Mr. Heizmann stated that the cemetery board put an ad in the Reading Eagle at great expense to have descendants attend a special event at the cemetery on May 20. He stated that no one attended.

Mr. Gensemer stated that there are 20,000 people buried in Aulenbach’s Cemetery.
Ms. Sihelnik expressed the belief that cemeteries are assets. She stated that there are local fundraising groups that can assist and she stated that she will put them in contact with the cemetery board members.

Ms. Goodman-Hinnershitz stated that it became a challenge for her to attend cemetery board meetings. She suggested that SCORE can help the cemetery board analyze their issues and provide solution suggestions.

Mr. Heizmann stated that in the past the cemetery had so much funding that it was providing mortgages to area residents. He stated that a former financial manager may have embezzled funds and now no one knows where all the funds went.

Mr. Steckman suggested that the cemetery board include having a staff liaison from both Reading and Mt. Penn. He stated that he will visit the cemetery next week.

Mr. Waltman suggested that Mr. Steckman inform Council when he will visit so that Council members can also attend if they are able.

Mr. Heizmann stated that the cemetery board did consider prisoner labor but that it was not efficient.

Mr. Case arrived at this time.

Ms. Reed stated that City assistance to Aulenbach’s will set precedent and she suggested that a formal policy be adopted for assistance to other cemeteries in the future. She reminded all that there are many cemeteries throughout the City that will become the City’s responsibility if they fail.

Mr. Slifko noted the need for a long-term relationship with the cemetery board. He agreed with the Administration working to assess the needs of the cemetery. He encouraged the cemetery board to explore private fundraising opportunities. He requested a follow up report from the cemetery board and agreed with the need to draft a formal policy.

Mr. Slifko described the tour he took of Lauer’s Park Elementary School and their focus on environmental and career opportunities.

Mr. Marmarou suggested that the cemetery board research how other small cemeteries are funded and operate.

Mr. Waltman agreed that working with SCORE would be a great resource.
Mr. Murray arrived at this time.

Mr. Heizmann stated that he will report back to Reading City Council after meeting with the Mt. Penn Borough Council.

Mr. Gensemer thanked Council for their time and anticipated assistance. He expressed the belief that the current board members will remain active. He stated that Aulenbach’s will have its 175th anniversary in 10 years and expressed the belief that there should be a large celebration. He stated that the current board members are committed to remaining on the board.

Mr. Waltman commended the cemetery board for their work.

Mr. Heizmann and Mr. Gensemer left the meeting at this time.

II. Executive Session

Council entered executive session at 5:30 pm to discuss litigation and personnel issues.

The seven members of Council, Mr. Krafczek, Mr. Deming, Mr. Steckman, Ms. Kelleher, and Ms. Smith remained in the meeting.

The executive session ended at 6:14 pm.

Mr. Johnson, Mr. Murray, Mr. Stock, Mr. Case, Mr. Cituk, Police Chief Dominguez and Fire Chief Stoudt joined the meeting.

Mr. Deming left the meeting at this time.

III. Carbon Fee and Dividend Resolution

Mr. Case stated that the Environmental Advisory Council (EAC) was requested to review this issue as supported by the Citizens Climate Lobby. He stated that City Council has another opportunity to address climate change and that this approach has been recommended by economists. He explained that the resolution requests that Congress consider this as a first step in addressing climate change.

Mr. Case stated that other PA municipalities, including Philadelphia, Allentown, Bethlehem, Lancaster, State College, and Pittsburgh have already passed similar resolutions.
Ms. Goodman-Hinnershitz expressed the belief that this is a good compliment to other actions taken by Council in relation to environmental issues.

Mr. Slifko stated that this issue was discussed by the EAC and that they heard a presentation by the Citizens Climate Lobby. He noted his support of the resolution and noted that economists feel this approach is the most effective way to address carbon emissions. He explained that the carbon producer would pay a fee during the production process and that the fee would then be returned to citizens as a dividend to help offset increased energy prices. He expressed the belief that this approach would better reflect the true cost of carbon production. He expressed the belief that this would also move energy users to cleaner and less expensive energy sources through the open market system. He stated that the resolution encourages Congress to consider this approach.

Mr. Twyman noted his support of the resolution and expressed the belief that this concept has been well researched. He stated that climate change is real. He stated that passing this resolution is City Council’s part in the legislative process.

Ms. Reed noted her support of the resolution. She stated that tonight’s temperature is predicted to be in the 40’s which is highly unusual for June. She stated that weather patterns have become extreme and expressed the belief that climate change is real. She noted the need for municipalities to take action in response to actions being taken in Washington, DC.

Ms. Sihelnik noted her support for the resolution. She expressed the belief that this approach has a global scale outlook.

Ms. Goodman-Hinnershitz stated that local municipalities feel the burden of these weather extremes and noted the impact on Reading and Berks after many residents fled Puerto Rico in response to Hurricane Maria. She thanked Louise Grim from bringing this issue to her attention.

Mr. Waltman stated that this is the first time he’s hearing about this issue and stated that the resolution is on this evening’s agenda. He suggested that there are a myriad of solutions to this issue and expressed the belief that the resolution should be more broad-based. He requested additional time to research the issue. He noted his work with many businesses and the need to understand this option more fully.

IV. ATV Use Update
Police Chief Dominguez stated that the ATV’s are disturbing residents’ quality of life. He stated that in addition to ATV’s, motorcycles and bicycles are being ridden unlawfully. He stated that a special assignment has begun to address them specifically.

Mr. Case left the meeting at this time.

Chief Dominguez stated that the police are working with Public Works to block the riders’ routes of escape. He stated that riders are being identified using security cameras and citations are being issued. He stated that if the citations include all the moving violations the cost is very high.

Mr. Waltman expressed the belief that the high cost of citations is a great deterrent. He agreed with the use of cameras to identify riders and noted the need for the public to be informed that this is being done and that riders are being punished.

Chief Dominguez stated that there has been an increase in the number of calls reporting riders that has also assisted Police in finding them.

Ms. Goodman-Hinnershitz noted the need for Chief Dominguez to make these comments this evening during the televised meeting to inform the public that the police are addressing this issue. She noted the need for regular updates.

V. Main Street Update

Mr. Waltman stated that he has met with Mr. Slifko, Ms. Sihelnik, and Mr. Steckman. He explained that the new Board will be established via resolution. He stated that Mr. Steckman is working with Mr. Scott. He explained that the current Main Street Board would remain intact but become a work group. He thanked Mr. Slifko and Ms. Sihelnik for their work in moving this forward.

Ms. Goodman-Hinnershitz noted the need for complete communication with all parties. She noted the need for Council to have the same information at the same time.

Mr. Waltman stated that the key players are committed and that Mr. Steckman and Mr. Peers are working together closely.

VI. Agenda Review

Council reviewed this evening’s agenda including the following:

- Resolution authorizing the return of the baler and floor scale to PA DEP
Mr. Steckman stated that a grant was used to make this purchase but that the City is not using the equipment since it outsourced recycling collection. He stated that PA DEP requested that the equipment be returned and that they could then provide the equipment to another municipality.

Mr. Twyman requested further explanation. Mr. Steckman stated that Ms. Meeks was involved in discussions.

Mr. Johnson stated that DEP offered to allow the City to pay for the equipment or to return it. He stated that he recommended that it be returned. He stated that the City is not meeting the grant requirements since it has outsourced recycling collection.

Mr. Scott arrived at this time.

Mr. Johnson stated that Ms. Meeks was only involved to recommend a Berks County municipality that could benefit from having the baler and scale.

Mr. Twyman requested that this resolution be moved off the consent agenda and into the resolution section of the agenda.

- Ordinance amending the Position Ordinance by adding a Planning Manager in the Zoning Division

Mr. Steckman requested that a budget amendment be introduced this evening to provide funding for the Planning Manager salary.

Ms. Kelleher stated that this legislation was received after the agenda deadline had passed and that it is on the June 25 agenda for introduction.

Mr. Steckman insisted that it be added to this evening’s agenda so that it is passed at the same meeting as the position ordinance amendment creating this position.

Mr. Waltman stated that this ordinance will be introduced this evening.

- Ordinance amending the Fee Schedule by reducing various zoning appeal fees
Mr. Steckman stated that the Administration is examining all the current fees and will also be making recommendations to reduce housing fees and penalties.

- Amending the Capital Budget to reflect the cost of the purchase of a new fire alarm and smoke detector system and security camera system for City Hall in the amount of $295,000

Mr. Steckman stated that Council approved the contract awards. He stated that this amendment allows the City to pay for the project in full.

- Ordinance authorizing the execution of the cooperative purchasing agreement with the Reading Housing Authority

Mr. Steckman stated that this will be an inter-municipal agreement. He stated that this agreement will allow Public Works and the Housing Authority to piggyback on contracts.

Mr. Stock left the meeting at this time.

- Ordinance amending the 2018 budget by creating the Street Paving Fund 36 to capture allocated funds from the City’s General Fund surpluses and provide designated funding for street paving projects
- Ordinance authorizing the transfer of cash reserves from the 2017 General Fund budget surplus to the newly established City Street Paving Fund 36 to provide funds restricted for additional street paving projects

Mr. Steckman stated that this would reassign $1.5 million from the annual surplus for street paving projects.

- Ordinance amending the Zoning Ordinance by making churches a by right use in all zoning districts

Mr. Steckman stated that the Mayor is moving this forward. He stated that a large City ministerium has made this request of the Mayor.

Mr. Waltman stated that there are many steps to amend the Zoning Ordinance.

Ms. Goodman-Hinnershitz agreed and stated that Council has made many zoning amendments in the past. She noted the need for public meetings before introduction to determine if there is support for the change.
Ms. Kelleher stated that generally Council reviews the proposed amendment, holds public hearings, and also has the opportunity to amend the proposal before it is introduced.

Mr. Waltman stated that the amendment can be introduced this evening as long as there is understanding that it will remain on the table for an extended period of time. He stated that this is important to the Administration but that it will need thorough review.

Mr. Steckman stated that he understands the zoning process.

Ms. Kelleher stated that at least one public hearing must be held. She stated that the hearing must be advertised at least seven days but not more than 30 days before the hearing date. She stated that she didn’t receive this proposed amendment until Thursday, again after the agenda deadline, and has not yet begun processing the amendment.

Mr. Waltman requested that this topic be added to the Committee of the Whole agenda for discussion next week. Ms. Kelleher stated that she will add this to the agenda.

Mr. Waltman stated that the amendment must be discussed, reviewed and hearings held.

Mr. Twyman expressed the belief that this is a substantial change. He stated that churches are tax exempt and this would allow them to locate anywhere within the City. He noted the need to be diligent through the process and not rush. He stated that Reading is in Act 47 and this may reduce property tax revenue. He noted the need to follow a consistent process.

Mr. Steckman stated that not all churches own property. He stated that churches that rent or lease properties do not affect property taxes. He expressed the belief that many Reading churches lease or rent their facilities.

Mr. Slifko questioned what establishes the process for zoning changes. Ms. Kelleher stated that it is the PA Municipalities Planning Code.

Mr. Slifko questioned Reading’s process. Ms. Kelleher stated that this is a local practice for Council to review a zoning amendment prior to introduction.

Ms. Goodman-Hinnershitz noted her concern that the established process is not being followed. She questioned the legality of the proposed amendment because it is specific to churches and not to other religious entities.
Mr. Twyman questioned when the timeline begins on the process. He reminded all that the current Zoning Administrator’s last day is tomorrow and that there is no Planning staff.

Mr. Waltman expressed the belief that this process will take at least six weeks.

Mr. Steckman stated that Mr. Zehner drafted the proposed amendment.

Ms. Goodman-Hinnershitz questioned if there was a legal review. Mr. Steckman stated that there was not.

Ms. Goodman-Hinnershitz stated that there are temples and mosques within Reading. Mr. Scott stated that he is not trying to exclude them. Mr. Steckman stated that the amendment can be changed to “houses of worship”.

Mr. Scott questioned why Council has not already reviewed this bill. Ms. Kelleher noted that she just received it last Thursday.

Mr. Scott expressed the belief that Ms. Kelleher wrote a similar amendment several years ago so Council should have already reviewed it. Ms. Kelleher stated that she never wrote a zoning amendment about the church use.

Mr. Waltman stated that the amendment will be further discussed next Monday.

- Resolutions making appointments/reappointments

Mr. Slifko expressed the belief that these are excellent people.

- Resolution calling on the US Congress to address climate change and explore a carbon fee and dividend as a sound, effective policy

Ms. Goodman-Hinnershitz stated that she strongly supports this resolution but stated that she respects Mr. Waltman’s need for further review.

Mr. Twyman stated that the EAC has done a thorough review. He expressed the belief that City BAC’s are set up to be what Councilors are not and that Council should accept their recommendations. He noted his appreciation of Mr. Waltman’s need for further review but noted the need for the City to move forward.

Mr. Waltman noted the need to understand what he is voting for. He thanked the EAC for their work but stated that national issues have many tentacles.
The meeting adjourned at 6:51 pm.

Respectfully Submitted by
Linda A. Kelleher, CMC, City Clerk
AN ORDINANCE AMENDING THE CITY CODE CHAPTER 23 PART 12 BY CREATING THE DOWNTOWN REVITALIZATION PUBLIC PRIVATE PARTNERSHIP TO PROVIDE DIRECTION AND OVERSIGHT FOR THE DCED MAIN STREET PROGRAM, UNDER THE MANAGEMENT OF THE GREATER READING CHAMBER ALLIANCE.

WHEREAS, The City of Reading (City) and the Greater Reading Chamber Alliance (GRCA) is desirous of administering the Main Street Program with support from the Department of Community and Economic Development of the Commonwealth of Pennsylvania (DCED) and the Pennsylvania Downtown Center (PDC) in accordance with the PA New Communities Program for prevention and elimination of blight under Section 4(C) of the Housing and Redevelopment Assistance Law as amended; and

WHEREAS, The GRCA has the framework, resources and personnel required to successfully operate and administer the Main Street Program; and

WHEREAS, The Downtown Revitalization Public Private Partnership shall be composed of government officials, business leaders and organizations that have the vision to reshape the downtown into a vibrant destination for area residents and visitors.

THE COUNCIL OF THE CITY OF READING HEREBY ORDAINS AS FOLLOWS:

Section 1: Authorization. The City of Reading recognizes that a blighting influence exists because of urban decay and continued divestment in the Central Business District of the City of Reading, Berks County, Pennsylvania (the “City”) in and around Penn Street from Front Street to 11th Street and from Franklin Street to Walnut Street within the City.

The Greater Reading Chamber Alliance (GRCA) has the resources and ability to administer the Main Street 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 (9) voting members, serving voluntarily, to serve four (4) year staggered terms, as follows:

- A member of City Council, initially serving a two (2) year term, selected and appointed by City Council
- A representative of the Mayor’s administration, initially serving a two (2) year term, selected and appointed by the Mayor
- A representative of a large business, initially serving a four (4) year term, selected and appointed by City Council
- A representative of a small business, initially serving a four (4) year term, selected and appointed by the Mayor
- Two (2) representatives from private entities, initially serving three (3) and four (4) year terms respectively, selected and appointed by the GRCA
- One (1) citizen, who must be a City resident, initially serving a three (3) year term, selected and appointed by the Mayor
- The Chairman of the Downtown Improvement District Board of Directors
- The Executive Director of Downtown Revitalization, who shall be employed by the GRCA

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.

**Section 2: Officers.** The membership shall elect the positions of Chair, Vice-Chair and Secretary annually at their January meeting.

**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.

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

**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, as they are prepared and distributed to the membership.

**Program Manager.** The Executive Director of Downtown Revitalization, employed by the GRCA, shall be the Program Manager, responsible to the Public Private Partnership for carrying out its Revitalization Program.
Section 3: Quorum. Four (4) members plus an officer shall constitute a quorum for the transaction of business.

Section 4: Purpose. A holistic 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 its four point approach of Organization, Promotion, Design and Economic Restructuring.

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 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;
- Address issues of code enforcement, energy efficiency, Americans with Disabilities Act (ADA) compliance, and fair housing to bring vacant commercial space into code compliance, so that it can be fully utilized;
- Promote economic activity through a coordinated outreach and communication strategy to publicize activities;
- Market the downtown to prospective businesses and residents;
- 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 enterprises;

Section 5: Duties.

A. Exercise administrative and fiduciary oversight of the State Main Street 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.

B. Authorize the Executive Director of Downtown Revitalization, employed by the GRCA, as the Downtown Revitalization Public Private Partnership Program Manager.

C. The Public Private Partnership shall use a committee structure to implement its programs. The structure shall be composed of additional volunteers, including such groups presently operating as the Main Street Work Group, the Design Committee,
the Clean, Safe & Green Committee, the Business Development Committee and the Promotions Committee.

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

Section 6: Conflict with other laws. Should any provisions set forth in this Part be found to conflict with any law of the United States or the Commonwealth of Pennsylvania, such federal and/or state laws shall govern and this Part shall be construed accordingly. Such a conflict shall not affect the validity of this Part.

Section 7: Effective Date. This Ordinance shall be effective September 1, 2018, pursuant to Sections 219 and 221 of the City of Reading Home Rule Charter.

DULY ENACTED this ___ day of ________________, 2018.

By: _________________________________

Jeffrey S. Waltman, Council President

Attest: _______________________________

Linda Kelleher, City Clerk

Submitted to Mayor: __________
Date: __________

Received by the Mayor’s Office: __________
Date: __________
Approved by Mayor: __________
Date: __________
Vetoed by Mayor: __________
Date: __________