



POTTSTOWN METROPOLITAN REGIONAL PLANNING COMMITTEE

140 College Drive, Pottstown, PA 19464 | PARRCoordinator@gmail.com | 484-945-0200

PARRC Meeting Minutes

October 24, 2018

5:00 p.m. – 6:30 p.m.

@PAHWF

In Attendance:

Michael Lenhart, Borough of Pottstown
Charlie Valentine, West Pottsgrove
Craig Colistra, PAHWF

Jay Erb, North Coventry
Marley Bice, MCPC

Meeting notes:

1. Meeting minutes from September 26, 2018 were approved.
2. Regional Recreation Coordinator evaluation was discussed. M. Lane is to submit Goals/Objectives and Hours by Township by second week of November. C. Colistra is to send out a doodlepol for PARRC members to meet to discuss evaluation before December 6th.
3. An email will be sent out to all PARRC members reminding them to send their alternate to PARRC meetings if the main member is unable to make it.
4. PARRC governing body issues – early withdrawal is discussed in the governing reg's. The governing reg's were revised 3/23/18 and state that a 6 month notice is to be given if they want to withdrawal and a 6 month payment is required as well. A new member can also join any time of the year but it would not become an active member until September 1st. It was decided to leave the early withdrawal language as is until a decision is made by PARRC to extend withdrawal notice and payment to a year. Most recent governing reg's attached.
5. PMRPC will have an MOU developed that outlines the roles/responsibilities of the PARRC members, PAHWF, SRG and PMRPC's.
6. It was discussed that North Coventry Township was considering having a Spotted Lanternfly information program for their residents. J. Erb has discussed it with John Werth, a member of the Township's EAC. It was also discussed if other township's EAC's would be interested in the program. The PARRC decided to think about it and discuss at a later meeting.
7. M. Lane briefly discussed PA Greenways & Trails Summit presentations. The following summary of points from the presentations were not discussed at the meeting but include –
 - Putting Fat Roads on a Diet:* Benefits – Improve safety/reduce crashes and crash severity; Fit in more modes (bike lanes, sidewalks, transit space; Traffic calming; No ROW impacts; Cost Effective – done with resurfacing/restriping only. Concerns – Traffic capacity and truck traffic; If barriers are added, consider drainage issues, crashworthiness, end treatments and sight distances; Are accel/decal lanes really needed.
 - Trails and Technology – Utilizing a Trail Friendly Mobile App for Smartphones:* Wildlands Conservancy wanted to - Publicize preserves; Promote outdoor recreation activities; Detail natural, historic and cultural features; Provide restoration project information; Educate; Share events; Create a fundraising avenue and increase social media connections. Why an App? They wanted to combine the goals of conservation, education and communications. There is already an increase in the use of technology by youths; are existing apps for geocaching, species identification, fitness trackers, citizen science, etc.; are digital interactive maps and educational tools. Natural Lands already developed a template that they purchased for \$7,000 and then modified. They added Land trust information; preserve maps with descriptions and trail information; directions;



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events page; social media sharing; donations and contact information options. They were used for exploring and navigating, hiking, learning, preserve updates, education/events, etc.

Just Right Trail User Counting and Surveying Program – There are several types of automated counters – passive infrared, pneumatic tube, inductive loops, piezoelectric strips, cameras and a combination of. Most common passive infrared counters are TrafX and Eco Counters. Counters are only one type of data point, need to consider - manual counts and surveys at the site at different days and times; smart-phone surveys; mail back surveys; phone surveys and thumbs up/thumbs down surveys to get a more accurate reading of site use. DVRPC has a seasonal factor ratio they use to adjust for seasonal changes.

Closing Stubborn Gaps (in trails) – Since 2009, DCNR has collected 248 gaps across the state. Many current gaps are really new trails. Definition – An existing land-based trail which is recognized as a major or regionally significant greenway that has a missing segment(s) of no more than 5 miles and is identified in an official planning document. They use 10 miles and not 5 as a first priority. They formed an interagency team that evaluates the trails on a statewide level. To confirm if you have a gap, discuss with Regional Advisor and submit updated gap info via survey. Trail committee will select gaps and recommend to Secretary. DCNR Trail funding facts – Number of trail requests range from 58 – 94; Fund over 50% of requests; Top 10 gaps are Top priority (2 per year); 40% of funded projects advance regional/statewide trails; 27% help close a gap. Wisdom from Gap Closers – Plan, plan, plan and more planning; Find local funds to design it, more competitive for big construction dollars; Must have a local champion to move it forward; Become familiar with PennDOT's TIP – get your projects in their pipeline; Do your best to make a project turn out good – spend a little more money up front to minimize maintenance.

8. M. Lane briefly discussed Municipal Recreation Programs and Facilities Forum, Easton. The following summary of points from the presentations were not discussed at the meeting but include –

Montgomery Township Recreation Center – Built on 12 acres and started in 2012. Directives – Facility would be multi-purpose recreation/community center that meets the needs of a broad range of Township residents; that there would not be any tax increase to fund the debt service payments for construction; operation of the facility would be funded from revenues generated by users; no swimming pool. A feasibility study/needs assessment was done. It covered market analysis; opportunities and challenges; needs assessment and operations analysis – revenues and expenses. They decided to add - a gym with roll down dividers for 2 basketball courts; community room with catering kitchen; weight/cardio space; exercise studio/multi-purpose rooms; senior activities/classroom; youth lounge; suspended running track and internet access. Estimated project cost - \$11,460,250 including accessible playground and spray park. Took advantage of low municipal bond market and borrowed \$7,875,000 toward construction and bond issuance costs for a 30 year term at a rate of 3.44%. Utilized \$3,335,250 of capital reserve funds and a DCED grant of \$250,000 for playground/spray park. They could not get a grant from the PA State Redevelopment Assistance Capital Program (RACP). They did not go into a private/public partnership. They visited other facilities before they designed theirs. They brought in a full-time construction manager but should have added them in earlier to the process. They could use a bigger gym to handle an extra court. They added pickleball as it is played by older residents indoor and outdoor. Child care area did not take off as expected. They have a full time communications director and advertise on all media. They went from a membership based fee to a program based fee. The feasibility study estimated that they would recover about 80 – 85% of their expenses from revenues and they are at that level now. They co-mingled expenses with general municipal taxes.



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Quakertown's Summer Concert Series – Took 10 years to plan. They wanted to re-invent the image of Quakertown and make it a destination place as an entertainment venue. The goal for their return on the 2.5 million dollar investment was 15 years. They had one million dollars in grants. They created an enterprise fund (debt service). They established naming rights for the park, the theater the snack stand, etc. They did two test concerts in 2017 and 2018 was their first full year. Who to get to play based on area demographics. They called entertainers/bands and also called for sponsorships. They found that they competed with nearby venues if there concerts were during the weekends so they had them on Thursday nights. Bands are cheaper during the week and many are willing to do it then as they are on their way to another weekend venue. The bands have their own schedule and will coordinate it with all the venues they are going to. They have radius clauses in their contracts. You may get a verbal agreement to do it but bands are always waiting for a bigger venue to perform at so get a written contract. The venues staff was made up of volunteers from the town. They used all media to market the events including TV and radio. They used Event Brite for ticket sales, did a separate Facebook page and used canva.com to do fliers. They did not make money off of ticket sales, they did from food, beverages, retail and parking. Sponsors put up big banners and helped to cross promote the event and were used for in-kind services, advertising, etc. They had premium priced seats up front and then lower priced seats, general admission behind. They got a good lights/sound company, it makes a difference. They got event insurance in case of weather, band no-show, etc.

ArtsQuest & the Musikfest Festival, Bethlehem – After the collapse of the steel industry, Bethlehem had to reinvent itself. They formed a non-profit in 1984 and are the ninth largest in PA, put on 3,000 concerts/art events per year and sponsor the free, 10 day Musikfest, which draws over one million attendees. The biggest draw for them was locals and out-of-towners wanted authenticity from the experience. They found that the “creative class” attracts other diverse people and eventually businesses as artists attract foot traffic to their galleries/studios so they made it attractive for them to settle in the area. They did a needs assessment and found they did not want to do what was already out there, they wanted to fill a different niche. They partnered with similar venues so they could all profit from an event. They clustered many events on one night to draw as many people as possible. They keep the main center space flexible for other venues/events/weddings, etc. They keep local officials informed on all aspects of an event.

9. It was discussed to add to the January agenda a discussion of hosting a regional event. It was noted that Ludwig Motors, a private car club, has a regional event every year that showcases member's cars. It is \$150/month to be a member. Chester County Parks has a Fiddlers Picnic every year.
10. It was requested for the DCNR close out of the Circuit Rider position that evaluations be submitted by each PARRC member to C. Colistra.
11. Updates from the PARRC members:
 - a. PAHWF: C. Colistra reminded the members of the Foundations 15th year celebration on November 13th.
 - b. North Coventry: No updates.
 - c. Pottstown Borough: The Halloween Party on October 23rd went very well. M. Lenhart attended an EPA grant workshop for brownfields. The requirements have changed and you can get funds if you do not have a Phase I or II report done. In the past, these were required before funding occurred.
 - d. Lower Pottsgrove: B. Keohane announced that Ed Wagner will be meeting with Eric Jarrell from MCPC to discuss an update to their Open Space Plan.
 - e. West Pottsgrove Township: C. Valentine announced that the Lions Club planted trees along the Manatawny Creek in Murgia Park.
 - f. Upper Pottsgrove Township: No updates.



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- g. Douglass Township: No updates.
- h. MCPC: No updates.

Adjournment: 6:45 PM

Recorder: M. Lane

2018 Meeting Schedule

(All meetings to be held at 5:00 PM in the Pottstown Area Health and Wellness Foundation Conference Room, 152 East High Street, 5th floor, Pottstown, PA 19464):

<i>January 24</i>	<i>February 28</i>	<i>March 28</i>	<i>April 25</i>	<i>May 23</i>	<i>June 27</i>
<i>July 25</i>	<i>August 22</i>	<i>September 26</i>	<i>October 24</i>	<i>December 6</i>	

Next meeting: Thursday, December 6th, 2018, 5:00 pm @PAHWF