

Myerstown, PA
Monday, July 10, 2017

President Bryan L. Rittle called the planning meeting of the Myerstown Borough Council to order at 6:31 p.m., on Monday, July 10, 2017. The meeting was held in Borough Council Chambers in the Myerstown Municipal Center, 101 East Washington Avenue, Myerstown, PA 17067.

Following the Pledge of Allegiance, a roll call was taken. Present were: President Bryan L. Rittle, President Pro Tem Park W. Haverstick, II, Councilmembers, Eric L. Powell, Ronald Ream, Dana Reich, Mayor Gloria R. Ebling, Assistant Manager Barry A. Ludwig, Manager Michael McKenna, and Deputy Secretary Lisa A. Brubaker. Absent were: Vice President Michael D. Behm and Councilmember Jeffrey L. Thomas.

The President opened the floor for Citizens and Visitors Comments: There was no public comment.

President Rittle turned the discussion over to Rick Harpel and Pat McConnel from Guernsey for a presentation on furniture for the new facility.

Rick Harpel stated Guernsey Inc. is a local company. They visited the new facility with the Borough Manager and have an estimate for review. If awarded the contract, they would sit with each employee to see what each person's needs are and design the space from there. The furniture distributor Guernsey uses is Hon. Hon is part of the COSTARS Program (COSTARS Contract # 35-020). Guernsey is a servicing dealer. Guernsey would complete the layout, design, and installation.

Rick Harpel stated Guernsey is also your workplace source. They provide many services for office supplies; breakroom supplies; janitorial facility supplies; restroom products; and printing and promotional products. They have also designed a Non-Profit Program. This program works well for smaller agencies that are non-profit. The Borough would provide a list of the most used products and they will price them out for the best pricing.

Manager McKenna stated this is a unique situation because we are using grant funds. If the borough goes through the COSTAR Program we would not have to take bids. Another COSTAR furniture vendor will be present at Council's monthly meeting tomorrow evening with another presentation, then Council can decide on the company they want to provide the furniture.

President Rittle turned the discussion over to Ray Wenger from W.J. Strickler Signs for a presentation on the signage for the new facility.

Ray Wenger explained the size, clarity, and graphics for a double-faced illuminated digital ID sign. Installation was reviewed. The Borough would need to provide the electric supply for the placement.

Ray Wenger also provided the design and details for a sign over the entrance door of the building. W.J. Strickler Signs company is a COSTARS vendor (COSTARS #032-008). The pricing and information for both signs will be discussed at the Council's monthly meeting tomorrow evening.

Manager McKenna stated cost for the sign would be under general construction. He will contact some of the local companies, but if they are not COSTARS vendors and the price exceeds the \$19,700.00 limit, then the Borough would have to place it out for bids.

President Rittle turned the discussion over to CHAR CO. for the update on the branding and marketing project.

Char Newswanger and Jena Braun from CHAR CO. were present to provide a presentation and update on the Branding and Marketing project.

Char Newswanger presented a revised brand story for the group to review for the next meeting. They will be discussing the logo and tag lines tonight. A brand is all the ways people experience, the way people experience Myerstown. It is the feeling of the town and what it is known for.

Jena Braun introduced herself and provided some background on herself. She reviewed the mood board and what the pictures mean and how they relate to the Myerstown community. This is the look, feel and mood we want people to feel when they look at the social media, billboards, and website.

Jena Braun explained the color pallet. The color pallet is important to use, so very piece is constantly cohesive. Char Newswanger stated consistence is important and builds trust in the brand. You want to combine colors that provide both the historical past and the future for Myerstown.

Jena Braun presented two logos'. The first option is a very traditional, established, classic, and historical logo, which feels very sophisticated and trustworthy. The second option is mix of traditional and modern. It feels very friendly, a bit more modern, forward thinking, and is more memorable. The icons for both options were reviewed.

There were items in each logo that the Council liked. After discussion, they will take the comments and bring back some revised options.

The next item is the tag lines. They have three options. Char Newswanger reviewed each tag line. She asked the Council to think on these tag lines until the next meeting, because tag lines need to grow on you. At first thought, the group liked the second tag line option of "Built on Community".

Manager McKenna asked if they did any research on the tag lines to make sure no one else has the tag line. Char Newswanger stated they had not yet, but they will do that before the next meeting.

Char Newswanger stated next month they will be presenting the photo shoot vision and photo shoot, the way finding signage, video concepts and production, and the billboards.

The Manager discussed the quotes received from three moving companies for the move to the new facility. These quotes are on the agenda for tomorrow evenings monthly meeting.

The Manager discussed a social media policy. He will provide a copy of the proposed Resolution to the Borough Solicitor for review before any action is taken.

The Manager explained with his promotion to Borough Manager it created a vacancy in the Economic Development area. The Borough is still under a Circuit Rider Grant for his prior position. He spoke to the Director of DCED (Department of Community and Economic Development) Marita Kelley, and the Borough will need to fulfill the grant obligation or pay it back. So, the best option for the Borough is to fill the position as soon as possible.

A resume from Janelle Mendoff was given for review. Manager McKenna has worked with her in Lebanon City who is our partner in the Circuit Rider Grant. Manager McKenna is offering her resume as someone to fill the vacant position. The Council would like to interview her. Manager McKenna will contact her to see if she could attend tomorrow evening's monthly meeting.

Councilmember Ream asked if Lebanon County Planning provides any information to the Borough when they issue a permit. Deputy Secretary Brubaker stated we receive a copy of the permit from them and we place the copy in the corresponding property file.

Councilmember Reich asked why is the Public Works department trimming the bushes at 10 E. Mill Avenue. She was told the Borough is doing it. Assistant Manager Ludwig is not aware of any work being done at the property by the Borough.

Councilmember Reich stated she was told there is a family living in the garage at the same property. The Manager stated if it is owner occupied they can do that. If it is a rental unit, there are State regulations to follow. A rental inspection program was discussed.

Councilmember Powell discussed the solicitation that was going on along State Route 501. That is a State road. The Office contacted the State Police. The office was informed the State Police spoke to them and they could be there.

The President asked if there were any additional comments for the good of the borough. Seeing none, a motion was made by Park W. Haverstick, II, seconded by Dana Reich, to adjourn the meeting at 8:17 p.m. All those in favor: Motion unanimously carried.