

Myerstown, PA
Monday, March 13, 2017

President Bryan L. Rittle called the planning meeting of the Myerstown Borough Council to order at 6:34 p.m., on Monday, March 13, 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, Vice President Michael D. Behm, Councilmembers Vince Podolski, Eric L. Powell, Jeffrey L. Thomas, Dana Reich, Mayor Gloria R. Ebling, Economic Development Manager Michael McKenna, Deputy Secretary Lisa A. Brubaker, and Assistant Manager Barry A. Ludwig. Absent was: President Pro Tem Park W. Haverstick, II.

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

President Rittle stated with the impending weather forecast the Council is cancelling the meeting for Tuesday, March 14, 2017 and after the Char Co. presentation the Council will proceed to the monthly business for the Borough.

President Rittle turned the discussion over to Char Newswanger and Heather Bowman from Char Co. for their presentation of the Branding and Marketing project for the Borough.

Char Newswanger stated they are excited to be part of this project for the Borough. They want to introduce themselves, present their philosophy and provide a brief overview of the project.

Char Co. is located in the old shirt factory building on Main Avenue here in the Borough. They specialize in brand strategy and marketing communications. The goal of brand strategy and marketing is to communicate with the target demographic. You want to communicate in a way that your community will welcome and in a way, they connect and respond to. The root is to just understand people.

Char Newswanger stated in this case, the desired result is to attract people and businesses to stimulate the economy, which will create a thriving town. Their company really believes that hard working people are the backbone of small towns. Thriving small towns impact so many people, they create a lot of opportunities and make society better.

Char Newswanger stated it is an honor for her company to be part of this project, because this is a personal investment, she feels that this is her town as well. They are aware of all of the assets Myerstown has to offer, it has good bones, it's quiet, safe, family friendly and has a vibrant history. These things provide the great framework they need to build out a compelling brand strategy.

Char Newswanger stated the goal is take all that Myerstown is today and all the good things that are coming and communicate that through the brand strategy, through the marketing initiatives, and through the visuals. They want someone to understand all that Myerstown offers when they see a billboard or search social media or see the new website and start to think of Myerstown in a new way. So, when that is communicated well and with some time, that is when people will start to think of Myerstown as a place they want to live, work, and support.

Heather Bowman gave the visual presentation. She stated Char Co. is very excited to be here tonight. Char Co.'s approach is holistic and everything connects. Small business owners provide a positive impact in a community. There are 7 steps to their process: – these relate to the Boroughs Comprehensive Plan.

1. Assessment and Audit - this discovers who the town is today, what others think of the town, and who the town wants to become.
2. Analysis and Advantage - this is a key point, understanding what the town is known for and setting the stage for claiming that and determining the competitive advantage. The reality is, you are competing for people's time, and resources against other surrounding municipalities and counties.
3. Alignment – work together with other communities, but keep Myerstown unique.
4. Articulate – this is where the marketing will come into play, what is the message, what will the brand look like, how it will be expressed.
5. Activation – brings everything to life.
6. Adoption and Attitudes – this makes sure that all of these steps are affective, it needs to be brought in by the entire community.
7. Action and Afterward – it identifies how to continue to maintain the brand elements and keep it fresh and relevant as the community grows.

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Heather Bowman asked if there are any questions. President Rittle asked with assessment, will they go out into the community and talk to the business owners and residents. Heather Bowman stated yes, they are planning interviews with key business leaders and owners, as well as residents. They want to get a mix to understand what they see the town as being known for and then to see what they think the town should become.

Char Newswanger stated the benefit is to help people buy into the project, people want to feel they have a voice in the project.

President Rittle asked if Char Co. will be providing progress reports to the Council based on these 7 steps. Heather Bowman stated yes, there is a project schedule she will show to the group; a summary report will be given, the information gathered will be shared, and Council will have an opportunity to review and comment. The idea is to have input in the steps and collaborate together.

The timeline was reviewed, proper planning is essential to making sure the project is successful.

Councilmember Powell asked how is the end product kicked-off or presented to the public. Heather Bowman stated that is still being worked and developed. The Council informed Char Co. the Sestercentennial of the Borough is coming up and that maybe the perfect time.

Char Newswanger and Heather Bowman thanked the Council for allowing them to come and talk to them tonight.

The President proceeded to the Committee Reports: There were no committee reports.

President Rittle asked if the Council wants to discuss the Char Co. proposal. The Economic Development Manager presented the agreement from Char Co. The grant total received for EIP III is \$117,000.00. the grant is an 80% - 20% split. \$70,000.00 was earmarked for the branding and marketing and website design. The website design is just over \$20,000.00.

The Economic Development Manager stated based on the RFP (Request for Proposal), the scope of work is not to exceed \$50,000.00. There are 5 tasks within the grant, the zoning rewrite, the branding and marketing, performance assessment, architect costs and circuit rider program. We have to specifically spend according to those tasks to receive the grant funds from DCED. A motion was made by Vince Podolski, seconded by Dana Reich, to accept the contract from Char Co. for the branding and marketing project. All those in favor: Motion unanimously carried.

President Rittle stated that covers tonight's agenda, however with the onset of the impending snow storm the Council will move onto the March 14, 2017 agenda.

The Meeting Minutes for February 13, 2017, and February 14, 2017 were presented. A motion was made by Michael D. Behm, seconded by Eric L. Powell, to dispense with the reading of and approve the minutes of the Planning Meeting, February 13, 2017 and Regular Monthly Meeting, February 14, 2017. All those in favor: Motion unanimously carried.

President Rittle left the meeting at 7:06 p.m.

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

The Council received reports from the Mayor, Department Supervisors, Solicitor and the Borough Manager. Staff was present to provide additional information on their report, and answer any questions from the Council.

Mayor Gloria R. Ebling presented her report. The Mayor reported there is a new State Police Commander, Sergeant Mengel.

Code Enforcement Officer John Neely's report was presented. Property Maintenance issues were discussed. The report asked the Council for action on 133 W. Main Avenue for non-compliance.

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Street markings were discussed. The Assistant Manager stated the cost for materials may be low, but it is the manpower and hours that would be a lot.

The Council would like the Code Enforcement Officer to send a Notice of Violation to the property owner of 101 W. Center Avenue, before Council will approve any other action.

President Rittle entered the meeting at 7:22 p.m.

A motion was made by Dana Reich, seconded by Michael D. Behm, to authorize the Solicitor to proceed with legal action against the property owner of 133 W. Main Avenue. All those in favor: Motion unanimously carried.

Assistant Manager Barry A. Ludwig presented his report. Councilmember Powell asked what are the issues with the fine screen. The Assistant Manager stated the fine screen is in and running, but it is clogging because the material is too dry. The screen is under warranty, so we do not make any adjustments until the manufacturer instructs to make the adjustment.

Councilmember Powell asked what are the issues with the permits for the municipal government & business center renovation project. The Assistant Manager stated we are working through the issues, we continue to clean out the building and relocation of the current tenant.

Councilmember Behm asked about the sign for Bayer. The Assistant Manager stated we are working with Bayer and Jackson Township to install the directional sign requested by Bayer due to traffic concerns.

Solicitor Frederick S. Wolf's report was presented. There were no questions on the report.

President Rittle stated we do not have the monthly Treasurer's Report. The Council will take action at the April 11, 2017 meeting and will then have it on file for audit.

The monthly listing of invoices was presented. President Rittle stated there is one addition to the bill list. We received a bill from UGI for \$1,336.65. A motion was made by Jeffrey L. Thomas, seconded by Michael D. Behm, to approve payment of all invoices as listed with the addition of the UGI bill presented tonight. All those in favor: Motion unanimously carried.

The communications were reviewed. Articles regarding the Governor's proposed State Police fee.

The President read the list of current Committee and Board vacancies.

Recreation Board – two (2) vacancies

International Property Maintenance Code Board of Appeals – one (1) vacancies

Vacancy Board Chairman – one (1) vacancy

If anyone is interested in volunteering to serve on any of these boards, contact the Borough office.

Consent Agenda: *The following is a list of routine items which do not appear to be controversial in nature and which probably do not require additional discussion. They can be acted on by one motion in their current form. If discussion is desired on any particular item, any member of Council, or the public, may request the item be removed from the Consent Agenda and that item will be considered separately.*

Council may approve the Recreation request from the Church of the Brethren for their sunrise service on Sunday, April 16, 2017.

Council may approve the donation of a family pool pass to the library fundraiser on Saturday, April 22, 2017.

A motion was made by Michael D. Behm, seconded by Vince Podolski, to approve the consent

agenda. All those in favor: Motion unanimously carried.

The President proceeded to the agendas order of the business:

The letter of intent submitted by Rich and Ann Kreiser for 15 W. Carpenter Avenue will be discussed at the April 11, 2017 meeting. The office will have the Economic Development Manager contact them.

A bid opening was held on Tuesday, February 28, 2017 at 2:00 p.m. for the Myerstown Government & Business Center Renovation Project. The Bids were as follows:

Contractor - General Contactor:

Woodland Contractors, Inc.	\$191,217.00
Premier Construction Group, Inc.	\$229,489.00
East Coast Contracting, Inc.	\$234,700.00

The lowest bidder for the General Contractor is Woodland Contractors, Inc. at \$191,217.00

Contractor – HVAC:

Leibold, Inc.	\$52,800.00
Garden Spot Mechanical, Inc.	\$75,750.00
A. H. Moyer, Inc.	\$82,800.00
Thermal Logistics, Inc.	\$48,300.00
Shannon A. Smith, Inc.	\$77,200.00
SSM Industries, Inc.	\$82,500.00
Spotts Brothers, Inc.	\$66,700.00

The lowest bidder for the HVAC Contractor is Thermal Logistics, Inc. at \$48,300.00

Contractor – Electrical:

Spotts Brothers, Inc.	\$18,140.00
Shannon A. Smith, Inc.	\$35,000.00

The lowest bidder for the Electrical Contractor is Spotts Brothers, Inc. at \$18,140.00

Contractor – Plumbing:

Garden Spot Mechanical, Inc.	\$20,500.00
A.H. Moyer, Inc.	\$35,900.00
Spotts Brothers, Inc.	\$13,800.00
Thermal Logistics, Inc.	\$21,180.00
Shannon A. Smith, Inc.	\$39,790.00
Vision Mechanical, Inc.	\$26,393.00
SSM Industries, Inc.	\$22,700.00

The lowest bidder for the Plumbing Contractor is Spotts Brothers, Inc. at \$13,800.00

All bids were reviewed by the architect consultant TKS and they are recommending the lowest bidders. Under Pennsylvania law, you must take the lowest responsible bidder.

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The Assistant Manager stated we need to keep moving on this project. A motion was made by Michael D. Behm, seconded by Dana Reich, to award the bids for the General Contractor to Woodland Contractors, Inc. at \$191,217.00; the HVAC Contractor to Thermal Logistics, Inc. at \$48,300.00; the Electrical Contractor to Spotts Brothers, Inc. at \$18,140.00; and the Plumbing Contractor to Spotts Brothers, Inc. at \$13,800.00 for the Myerstown Government & Business Center Renovation Project. All those in favor: Motion unanimously carried.

A quote for the Automatic Sprinkler Fire Protection for the Myerstown Government & Business Center Renovation Project has been received. The quote is for \$6,000.00. A motion was made by Eric L. Powell, seconded by Michael D. Behm, to accept the quote of \$6,000.00 from Precision Fire Protection. All those in favor: Motion unanimously carried.

A quote for the Fire Alarm Panel for the Myerstown Government & Business Center has been received. The quote is for \$4,875.00. A motion was made by Vince Podolski, seconded by Dana Reich, to accept the quote of \$4,875.00 from Fitz Security Company. All those in favor: Motion unanimously carried.

We received a payment request pay application #5 from Stoneridge, Inc. for \$114,471.00 for the pool rehabilitation project. A motion was made by Michael D. Behm, seconded by Eric L. Powell, to approve the pay application #5 for \$114,471.00 to Stoneridge, Inc. All those in favor: Motion unanimously carried.

The 2017 pool season rates need to be approved. With the new pool, staff is proposing a few rate changes. A motion was made by Vince Podolski, seconded by Dana Reich, to approve the presented pool rates for the 2017 season. All those in favor: Motion unanimously carried.

Consultant Charlie Schmehl from URDC (Urban Research and Development Corporation) has contacted the office stating he has a conflict to attend the scheduled Borough Planning Session on Monday, April 10, 2017 and asked if another date could be scheduled. A motion was made by Vince Podolski, seconded by Dana Reich, to authorize to advertise a special meeting for Tuesday, April 4, 2017, with an alternative of Wednesday, April 5, 2017 to meet with URDC (Urban Research and Development Corporation) for the Zoning Ordinance and Map update. All those in favor: Motion unanimously carried.

Last month, the Council approved for the attendance to the Borough Association Annual Conference, but a voting delegate was not chosen. A motion was made by Jeffery L. Thomas, seconded by Vince Podolski, to approve Michael McKenna as the voting delegate at the PA Borough Association Annual Conference. All those in favor: 5 – Aye – 1 Nye - Motion carried.

Last month, Council approved the plan submitted from StoneRidge Retirement Living – 440 Lincoln Avenue – for Cottage #3 – Lot #21 & #22 project contingent upon receiving clear comments/approval from the Lebanon County Planning Department. Stoneridge asked for a letter of approval from the Borough, prior to receiving the county comments and they were informed no letter could be issued until the county comments were received. The county comments have been received and all requirements have been met. The borough approval letter will now be completed and sent to Stoneridge.

The Assistant Manager had a few items to discuss with Council. The Assistant Manager asked if the Council would like to subscribe to the PA Municipal Authorities Association for the 2017 membership. The Council is not interested.

The 2016 Wastewater Draft Audit has been received. The borough staff will do an exit review with the auditor Maxine Maser. Final audits will then be received and brought to Council.

The temporary cameras at the pond area have been removed and will be stored until we see if there is any more need for them.

The bathroom facilities, port-a-potties, and lighting in the recreation/pool areas were discussed.

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The Borough Council recessed the planning meeting and entered into Executive Session at 8:20 p.m. to discuss personnel matters.

Councilmember Haverstick entered the Executive Session at 8:40 p.m.

The Borough Council returned from Executive Session at 9:28 p.m. reconvening the planning session and resumed consideration of and action on the planning meeting agenda.

Wastewater Operator David Schmidt has completed his 6 month probation period. The Assistant Manager would like a motion to remove him from probation and make his status a regular employee with a pay increase. A motion was made by Vince Podolski, seconded by Jeffrey L. Thomas, to place David Schmidt as a regular employee status with benefits and increase his pay rate by \$1.00 per hour. All those in favor: Motion unanimously carried.

At the February 2, 2017 meeting a motion was made to enter into a Consulting or Interim Management Agreement with Christopher J. Moonis. A motion was made by Dana Reich, seconded by Jeffrey L. Thomas, to rescind that motion and not enter into a Consulting Agreement with Christopher J. Moonis. All those in favor: Motion unanimously carried.

There are funds available through DCED (Department of Community and Economic Development) to the Borough to help with the transition period for a Borough Manager. A Letter of Intent to enter into a Peer Consulting Program Agreement to request to use the services of Jeff Stonehill during the transition period while the Borough searches for a new borough manager would be needed. A motion was made by Vince Podolski, seconded by Dana Reich, to authorize the Council President to sign the Letter of Intent to enter into a Peer Consulting Program Agreement. All those in favor: Motion unanimously carried.

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 Vince Podolski, to adjourn the meeting at 9:35 p.m. All those in favor: Motion unanimously carried.

Lisa A. Brubaker
Deputy Secretary

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