

Myerstown, PA
Monday, May 8, 2017

President Bryan L. Rittle called the planning meeting of the Myerstown Borough Council to order at 6:30 p.m., on Monday, May 8, 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, Jeffrey L. Thomas, Mayor Gloria R. Ebling, Economic Development Manager Michael McKenna, Deputy Secretary Lisa A. Brubaker, and Assistant Manager Barry A. Ludwig. Absent were: Vice President Michael D. Behm, and Councilmember Dana Reich.

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

President Rittle turned the discussion over to Michael Knouse from ARRO to discuss the MS-4. The Borough is an MS-4 community. In 2018, the Borough's permit expires. In September of 2017, we need to file our Notice of Intent to renew our permit with DEP (Department of Environmental Protection) for the next five-year permit cycle.

Michael Knouse stated DEP has defined measurable goals for the next permit cycle. They established a Pollutant Reduction Plan. In September, when we file the Notice of Intent, we must also file our Pollutant Reduction Plan. Michael Knouse stated he has been working with the Borough staff to develop this plan.

DEP is focusing on impaired streams. Tulpehocken Creek, which flows through the Borough, has been classified as impaired. What that means is as we go through the process we have defined goals for sediment reduction as well as phosphorous.

DEP is now requiring that you look at your storm water system. They want you to determine and analyze what is flowing into your system. Michael Knouse reviewed the summary. The Borough has a total load of 531,500 pounds of sediment per year. The Borough has to achieve in the next five years permit cycle from 2018 -2023 a 10% reduction of sediment. This will require physical improvements that will achieve the required reduction.

Michael Knouse reviewed the borough system. Currently, the numbers show 51,619 pounds of sediment. The goal is to reduce to 51,600 pounds throughout the five-year permit period. We are trying to achieve, this by implementing some type of BMP. So, what are these BMP's and where can the Borough put these potential BMP's?

Michael Knouse reviewed the options: There is an existing swale that flows over towards StoneRidge Retirement property, that area has a large drainage area that could be improved by turning it into a bio-swale; a forested buffer at the Public Works garage property has some opportunity for improvements; the pool parking lot is another area where there is potential for improvements with porous pavement.

The main area they narrowed their focus on was in the Borough park by the existing pond. Currently, there is an overflow pipe that discharges directly into the creek. The Borough could remove a section of the pipe allowing it to discharge over the land into a bio-swale. If that was done, it would satisfy our Pollution Reduction Plan requirement for the five years.

Michael Knouse stated each alternative they looked at the actual reduction, the planning cost estimates, engineering, right-a-way acquisition and legal fees. Michael Knouse reviewed the return on investment. It is a summary of the project costs, the amount of pollutants removed, and the dollars per pound removed. This gives a good measure of what cost effective scenarios their options are. So now they can make recommendations to the Borough.

Michael Knouse reviewed the two options: Option 1.) is looking at the bio-swale above the Turkey Hill Store, this option has a larger price tag. Option 2.) is the removing the section of pipe down at the fish pond allowing it to discharge into the bio-swale. His recommendation is Option 2 and that would meet the plan requirement the Borough needs to achieve.

Once we submit our plan and DEP approves the plan, we will not have to physically go out and measure. As long as you physically do what you submitted in your approved plan, you meet the permit requirement.

A written report must be submitted. In that report, we must include the outline of the project and the estimation of when the improvements will be completed. The improvements will need to be completed before

the borough permit expires in 2023, but he is recommending the project be completed in 2022.

As part of the planning process, this plan has to be publicly vetted. There is a thirty-day public comment period to receive written comments, then a public meeting must be held. If any written comments are received, they are required to be include in the plan.

An advertisement will be needed for a public comment period from June 5 through July 7, 2017. Then the public meeting would be at the Councils regular monthly meeting on July 11, 2017. This will allow us to have the plan through the public comment process and ready to submit to DEP by the September 16, 2017 deadline. A motion was made by Park W. Haverstick, II, seconded by Eric L. Powell, to authorize the Pollution Reduction Plan be advertised for public comment and public meeting. All those in favor: Motion unanimously carried.

Heather Bowman and Char Newswanger from CHAR CO were present to provide a presentation and update on the Branding and Marketing project. They conducted face to face interviews and their findings are included in their presentation.

Heather Bowman provided the following presentation:

M Y E R S T O W N - Brand Assessment and Audit

THEIR PROCESS:

1. Assessment and Audit
2. Analysis and Advantage
3. Alignment
4. Articulate
5. Activation
6. Adoption and Attitudes
7. Action and Afterward

FACE – TO – FACE - MEETINGS:

- HEART
- BELONGING
- SIGNIFICANCE

QUESTIONS:

- Why did you choose to open your business in Myerstown?
- What do you believe is Myerstown's greatest asset? And biggest obstacle?
- Do your employees live in Myerstown? If not, what is your understanding as to why they choose to not live in Myerstown?
- If you could change one thing about Myerstown, what would that be?
- Can you suggest a few initiatives that would help revitalize the town?
- Do you have any ideas on how to help the community catch the vision of revitalizing the town?
- Are there ways you would give back to and support the town if given the opportunity?

REVEALING THE GEMS:

PEOPLE

- Generous
- Loyal
- Honest

PHYSICAL ATTRIBUTES

- Diverse industries and non-profits
- Historical architecture
- Parks
- New community pool
- Farmland

TANGIBLE ELEMENTS

- Strong school district
- Deep history
- Clean
- Safe
- Business friendly

SENSE OF PLACE:

TARGET AUDIENCE:

Residents: *renters and owners, in Myerstown Borough and Jackson Township*

- Business owners
- Key influencers = Visitors - Tourism
- Community leaders

COMMUNICATION:

WHAT TO COMMUNUCATE:

- Pool opening
- New manager update
- Events for the quarter
- Revitalization project
- Historical tours: Myerstown in the News

HOW TO COMMUNICATE:

- Social Media : Twitter, Facebook, Instagram
- Postcard : Announcing new events, community pool
- Letter from the Borough Council with update of what's to come

3 KEY QUESTIONS:

1. Who do we think we are?
2. Who do we want to become?
3. Who do our customers think we are?

HOW THE RESEARCH WILL BE USED:

- Identify trends
- Determine potential
- Shape experience

FOUNDATION for the Myerstown brand

TIMELINE:

Timing

- Proper planning is essential to well-done, collaborative projects.

Heather Bowman stated that is the end of the presentation and all they have for the group tonight. They will be back at the June 12, 2017 meeting to provide more information from their research.

Ronald Ream has submitted a letter of interest for the open Council position. The Council asked him to be present tonight to discuss why he wants to be on Council?

Ronald Ream stated this is the only place he has ever lived. He was born, raised, and owns his business here in Myerstown. He has civic pride and will give it his all. He is able to be at meetings, and is around town if he is needed.

Councilmember Powell asked Ronald Ream are there things he believes Council is doing great or things he believes that are missing and need addressing.

Ronald Ream stated he believes things Council has been doing in the last few years are right on. The town needs to come back on the business end. We need that for the town to grow. We do need to think about the individual resident and the quality of life. He knows it is a big issue, police presence. It is not just a safety issue, but it is quality of life issue, that presence is not here.

Councilmember Dana Reich entered the meeting at 8:00 p.m.

Ronald Ream stated the top three priorities are – quality of life, streets, and allies. He believes he is ready to be part of the Council.

Ronald Ream is currently a member of the Zoning Hearing Board, so to be on Council he must resign from that board. He submitted a resignation letter from his position on the Zoning Hearing Board. A motion was made by Eric L. Powell, seconded by Dana Reich, to accept with regret the resignation letter from Ronald Ream from the Zoning Hearing Board. All those in favor: Motion unanimously carried.

A motion was made by Park W. Haverstick, II, seconded by Dana Reich, to appoint Ronald Ream to the vacant seat on Borough Council. All those in favor: Motion unanimously carried.

Mayor Ebling issued the Oath of Office to Ronald Ream to swear him in as a member of the Borough Council.

President Rittle stated Assistant Manager Ludwig has been taking people through the 301 S. Railroad Street property. He was contacted by a person who would like to meet with Council in executive session to discuss the property. This is not a topic that qualifies for an executive session. He may come to a meeting to address the Council, but it would have to be in regular session.

The Council discussed the terms for the property if Council decides to sell the property. A motion was made by Dana Reich, seconded by Jeffrey L. Thomas, to set the following terms to a potential buyer for the 301 S. Railroad Street property.

- 1.) Must remain a single-family home
- 2.) The shed and the middle section of the dwelling must be torn down
- 3.) Must be restored to as original condition as possible
- 4.) Preserve the historical integrity of the home
- 5.) Abide by all codes and zoning
- 6.) Substantially complete renovation project – exterior and grounds in one year

All those in favor: Motion unanimously carried.

Assistant Manager Ludwig stated the new facility renovation project has been started. Demolition is the first part and no major issues so far.

The pool project is moving along and the contactor is making progress, but we cannot say we will be able to open for Memorial Day weekend. He is meeting with the new engineer tomorrow.

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President Rittle stated we met with DCNR (Department of Conservation and Natural Resources) regarding the grant funding. The Borough staff, Solicitor, and ARRO Engineer Michael Knouse are working to complete the rest of the documents required.

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 Jeffrey L. Thomas, to adjourn the meeting at 8:36 p.m. All those in favor: Motion unanimously carried.

Lisa A. Brubaker
Deputy Secretary

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