MP3 COG Board
Wednesday, January 31, 2024
6:00 PM
Reading City Hall Council Chambers

Members: –J. Moore (Alsace Twp), L. Kelleher (Reading), J. Baez, Jr. (Reading), L. Olsen (County)– in person and K. Barnhardt (County) - virtually

Members absent: B. Petrov (Mt. Penn), T. Goodman (Mt. Penn), A. Sellers (Lower Alsace Twp.), D. Pottiger (Lower Alsace Twp.), K. Mallatratt (Alsace Twp.)

Others attending: L. Kissinger & B. Burkovich – virtually and H. Adams – in person

CALL TO ORDER
Mr. Olsen called the meeting to order at 6:05 pm. He announced that a quorum is present. He welcomed Mr. Baez, who is the new representative of Reading City Council.

PUBLIC COMMENT
Mr. Olsen opened the floor for public comment. No one present expressed the desire to comment. The public comment period was closed.

ELECTION OF OFFICERS
Mr. Olsen stated that the MP3 has 4 officers – Chair, Vice Chair, Secretary and Treasurer. He inquired if the sitting officers are willing to stay on. All agreed.

Mr. Moore moved, seconded by Ms. Kelleher, to retain the current slate of officers: Mr. Barnhardt, Chair, Mr. Olsen, Vice Chair, Ms. Kelleher, Secretary and Mr. Moore, Treasure. The motion was approved unanimously.

APPROVAL OF MINUTES & AGENDA
Mr. Olsen noted the need to consider the minutes from the September and November 2023 meetings.

Mr. Barnhardt moved, seconded by Mr. Moore, to approve the September and November 2023 minutes. The motion was approved unanimously.

TREASURER'S REPORT
Mr. Moore presented the December Treasurer's Report - the MP3 bank account has a balance of $48, 677.07 after concert expenses of $1,000. He called the Board's attention to the report and letter from the Berks County Community Foundation (BCCF). The fund has a balance of $9,373.68.

Mr. Moore noted the need for Board approval of one invoice for $1,000 that was just received for the sound and lighting for the upcoming April 3rd concert at the Liederkranz.

Mr. Barnhardt moved, seconded by Mr. Olsen, to approve the Treasurer's Report and the payment of the invoice presented. The motion was approved unanimously.

Ms. Burkovich noted the need to renew the website. She explained that currently the MP3 uses Managed WordPress Deluxe on Go Daddy, which was initially selected because the amount of storage space the MP3 site would require was unknown. As content is migrating from the County website to Go Daddy, it was found that a high-level storage space is not required.

Ms. Burkovich recommended moving to the Managed WordPress Basic, which offers a lower level of storage space and a savings of approximately $50 per year. She added that if at some point additional storage space is required, an expansion request can be made. She explained that choosing a multiyear plan would protect the MP3 from annual cost increases.

Mr. Baez agreed with choosing a multi-year plan to realize savings.

Ms. Kelleher moved, seconded by Mr. Baez, to purchase a 3-year subscription to Managed Word Press Basic from Go Daddy. The motion was approved unanimously.

MP3 COG REPORTS AND ACTION ITEMS

A. Natural Lands Stewardship Plan and Trails Feasibility Study
Mr. Kissinger stated that the December 5th hearing was well attended and good input from stakeholders was obtained. He stated that there are a few more site visits planned by Natural Lands and their team; however, the weather has been a deterrent.

Note: Natural Lands study began this 18-month project in January 2023.

B. Closure of Skyline – Duryea Dr to List Road
Mr. Kissinger read from the report attached to the agenda:

> The City is waiting for a decision on the PennDOT multi-modal grant application for $1M. The City has allocated an additional $1M in ARPA funding for this project. The guiderail project will extend from McKnight's Gap to the entrance of the Pagoda parking lot. The addition of two parking lots are proposed as well as a permanent gate at List and at Sheerer Roads. Due to the grant requirements, no work can be completed prior to the decision on the grant application. Cost sharing with Lower Alsace and Alsace Twps. will occur after the grant has been awarded and engineering determines the total cost of the project. There is no current timeline on the return of the grant results. If the grant award is approved and the project is completed, the gates will serve as the necessary traffic control for the Wall Project. There will be shareholder design meetings to assure all parties interests are represented in the project.

Mr. Kissinger noted that the Pagoda wall project currently has no funding allocated and no projected start date. The closure of Skyline Dr. will be tested during the wall project to secure the construction area and equipment.

Ms. Kelleher stated that PennDOT required additional documentation from the City. Unfortunately, the City missed the January 31st deadline. She noted that the City plans to identify another grant opportunity.

E. Update Meeting with Preserve Partners - framework
No update.

F. COG Events
Ms. Adams and Mr. Olsen displayed the artworks to promote the April concert.

Ms. Adams stated that ticket sales have started. She thanked Ms. Burkovich and her team for getting the promotional materials prepared so quickly.

Ms. Adams stated that there was some problem with Berks Jazz Fest's ability to pay the artists on a timely basis. She stated that the MP3 will directly handle the payment of artists moving forward. She also described the promotional benefits of the partnership with Jazz Fest.

Mr. Barnhardt thanked Ms. Adams and Mr. Olsen for their great work.

- **2024 Events**

Mr. Olsen stated that the following events are planned for the upcoming year:

- Jazz Fest event on April 3rd in partnership with Berks Arts at the Liederkranz
- Salsa Fest at the Doubletree in partnership with Centro Hispano – date to be determined
- Blue Grass event @ Liederkranz – date to be determined

Mr. Olsen stated that the Marketing Committee is working to prepare a sponsor package that will allow those interested to sponsor all the events planned for 2024. It is hoped that the plans will be finalized in December/January.

COMMITTEE REPORTS & RECOMMENDATIONS – submission in written form only

- Finance & Capital - none
- Promotions & Marketing - attached to the agenda
- Public Safety & Public Services - none
- Environmental & Land Use Committees - none

WRITTEN REPORTS FROM PRESERVE STAKEHOLDERS
None received.

NEW BUSINESS

Mr. Olsen suggested meeting in a Strategic Planning session to revisit the MP3's mission and develop a new plan. He noted past discussions on holding additional events at other venues. He expressed the belief that holding an event at a larger venue would require a larger team of volunteers.

Mr. Barnhardt agreed, noting that the MP3 had assistance from Reading High athletes and cheerleaders at the first outdoor concert.

Ms. Kelleher agreed, noting that that assistance was obtained through Danny Laws from the Pagoda Foundation. She noted the availability of the RHS Jr. ROTC and volunteers from Albright and Alvernia. Various venues were discussed.

OTHER BUSINESS
None.

PUBLIC COMMENT
None.

The next meeting is scheduled for Wednesday, March 27th at 6 pm at Lower Alsace.

The meeting adjourned at approximately 6:55 pm on motion of Mr. Barnhardt and Mr. Moore, respectively.

Respectfully submitted by Linda A. Kelleher, Secretary

Action Items: