



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

PARRC Meeting Minutes

December 1st, 2021

a hybrid meeting

In Attendance:

Michael Lenhart, Borough of Pottstown

Craig Colistra, PAHWF

Charlie Valentine, West Pottsgrove Township

Karen Nocella, East Coventry Township

Jay Erb, North Coventry Township

Bill Keohane, Lower Pottsgrove Township

Cathy Paretto, Upper Pottsgrove Township

Tim Konetchy, Community Planner, MCPC

David Yeck, Yeck Family Foundation

Tricia McCloskey, PARRC Planner

Meeting Notes:

1. Call to Order-4:39pm. Pledge of Allegiance.
2. Welcome and Introductions. David Yeck of the William & Dorothy Yeck Family Foundation was introduced and background on his family's organization was provided. D. Yeck stated that the Foundation provides grants for parks, recreation, the arts, libraries and similar community-oriented projects and was started by his parents in Ohio. T. McCloskey also provided background on her history of working with D. Yeck on park and trail projects. D. Yeck announced he would be providing over \$127,000 in grants to the PARRC Communities. The grant funds will pass through the Pottstown Area Health and Wellness Foundation.
3. Meeting Minutes from October 27th, 2021 were motioned for approval by K. Nocella and seconded by J. Erb. All members present approved the minutes with C. Paretto abstaining.
4. Executive and Subcommittee Reports
 - a. Treasurer's Report. C. Paretto emailed the Treasurer's Report in advance of the meeting and reviewed the account balances with the Committee. The checking account had a balance of \$88.50, the savings account had a balance of \$5,305.31, and the CD had a balance of \$20,009.04. The CD made \$4.00 in interest since last month. A motion to approve the Treasurer's Report was made by C. Valentine and seconded by B. Keohane.
 - b. Events Subcommittee. J. Erb indicated that T. McCloskey had updated the Events spreadsheet but that no further activity has occurred since then. J. Erb stated that the next step should be for each municipality to review the spreadsheet. K. Nocella stated that she thought the subcommittee should also begin working on coordinating and organizing a 2022 regional event. C. Colistra indicated that the subcommittee needs to schedule a meeting to discuss next steps.
 - c. Financial Sustainability Subcommittee. M. Lenhart indicated no meeting has been held since the last one. He stated that a meeting should be scheduled to discuss the 501(c)(3) set up and its tax implications.
5. Planner's Report. T. McCloskey reviewed the Planner's Report with the Committee, including working on PMRPC closeouts in three townships, and inspections for DCNR and PMRPC grants in two townships. T. McCloskey also attended the DCNR C2P2 grant workshop and began reviewing the guidelines and considering possible scopes of work for the 2022 Chester County Preservation Partnership Program and the DCNR C2P2 grant program. She also met with D. Yeck to discuss potential project funding for the PARRC municipalities for 2022 projects through his foundation.
6. Old Business
 - a. Strategic Plan Tactics. M. Lenhart stated that the Diversity, Equity & Inclusion Subcommittee is tabled until the January 2022 meeting. M. Lenhart stated that in advance of the next meeting, the PARRC Committee should review the Strategic Plan tactics.
 - b. Park Regional Planner 6-month/annual review. M. Lenhart also stated that the review process of T. McCloskey was completed, and that in general the Committee was pleased with her performance. M. Lenhart stated that feedback from T. McCloskey included improving communication and letting her know



when an individual municipality is looking for more specific direction or advice from her. J. Erb stated that if T. McCloskey felt the township was being unclear about something to please reach out for guidance and clarification.

7. New Business

- a. 2022 Meeting Schedule and Format Discussion. There was general agreement within the Committee that the current hybrid meeting format is working well and should be continued in 2022. M. Lenhart indicated that the Borough is still willing to host the meetings in the new year. Meetings are held on the 4th Wednesday of the month except for December, and with no meeting in November. 2022 dates are as follows: 1/26, 2/23, 3/23, 4/27, 5/25, 6/22, 7/27, 8/24, 9/28, 10/26, and 12/7. P. Hiryak stated he will advertise the dates in the Mercury when Douglass Township advertised its meeting dates for 2022.
- b. Draft Marketing Plan. T. McCloskey shared the draft Marketing Plan with the Committee. She stated that the PARRC intern A. Deflavia helped work on it over the summer. T. McCloskey gave an overview of the report including the social media strategies, webpage strategies, and print strategies. T. McCloskey discussed the need to occasionally boost or advertise posts on Facebook to improve the level of engagement but is reluctant to use her personal credit card to do so. A discussion ensued regarding obtaining a debit card or credit card with a low limit to accomplish tasks such as these. C. Paretto indicated she could look into a credit card. Additionally, a brief discussion regarding opening an Instagram account for PARRC was also held in order to engage a younger audience.
- c. HB 221/PN188 Open Space Act. J. Erb discussed the importance of seeing this Act passed in the Senate. He stated that the bill had passed unanimously in the state House but has not made it far in the Senate. J. Erb indicated he put a call into Jake Corman's office but received no response. He indicated that a joint letter from all members of PARRC in support of HB 221 would make a powerful statement to the Senate Committee. T. McCloskey offered to draft the letter, for signature by PARRC Committee members or township managers, whichever each municipality preferred. A motion was made by J. Erb for T. McCloskey to draft a letter on behalf of PARRC in support of HB 221/PN 188. K. Nocella seconded the motion and there were no abstentions.

8. Grant Announcements:

- a. Pottstown Area Health & Wellness Foundation Grant Awards. C. Colistra stated that the two grants that were submitted were approved at the requested amounts for Washington West Park in Pottstown, and Sanatoga Park in Lower Pottsgrove. The Letters of Intent for the next round of funding are due on February 1, 2022.
- b. Fish and Boat Commission-Boating Facility Grants. T. McCloskey briefly discussed the potential for a grant application for the Parkerford Master Plan project. K. Nocella indicated that she thought that East Coventry Township was not ready to take that on and that we should hold off on this round.
- c. 2022 Chester County Preservation Partnership Program. T. McCloskey stated that these grants are due 2/25/22 and that it would be helpful to have scopes of work finalized by end of December.
- d. 2022 DCNR Grant Round. T. McCloskey stated that the grants are due 4/6/22 and it would be helpful to have scope of work finalized in February in order to facilitate getting resolutions and other required documents pulled together in time.
- e. PMRPC Minigrant Program Update & Round 22. C. Colistra stated that they are currently closing out series #3 and that T. Konetchy still needs copies of cancelled checks from West Pottsgrove and Douglass Townships. C. Colistra stated that he would like to apply for a new round of funding but that in the last round, DCNR cut their funding by 50% from \$300,000 to \$150,000 to distribute to the seven municipalities. C. Colistra stated they are considering a change in the scope of work for the new grant application to shift to focusing on shared schoolyard programs and joint use agreements. C. Paretto stated Upper Pottsgrove's program seems to be working so far and the school district is in support of the project. K. Nocella also stated



that East Coventry's program seems to be working out, with the school district taking responsibility for maintenance and insurance and the township being responsible for design and construction. M. Lenhart stated that it might be helpful to remind DCNR of all the good work that has been done to date with the funding, like a project portfolio, and C. Colistra indicated that this type of information could be accessed on PMRPC's website, which contains an interactive map of projects. M. Lenhart asked when the announcement for the current round of PMRPC grants would be. C. Colistra indicated that he received 6 applications for a total of \$147,000 and that the announcement would be made closer to the end of January.

9. Partner Updates. In the interest of time due to the need for an executive session, partner updates were brief.
 - Douglass Township. P. Hiryak stated that no events were currently scheduled, but that a Fish Rodeo and grand opening for the new emergency services building were being planned.
 - East Coventry Township. K. Nocella stated that at 10am on December the 4th there is a tree decorating event and a birding tour at Ellis Woods Park.
 - Lower Pottsgrove Township. No update.
 - North Coventry Township. J. Erb indicated there will be a virtual ribbon cutting for Shenkel Road Park and Jay will provide the link when its available.
 - Pottstown Borough. M. Lenhart stated that the Polar Bear Plunge is scheduled for January 1st at Riverfront Park. Additionally, he added that the CDBG funding for Memorial Park was denied.
 - Upper Pottsgrove Township. No update.
 - West Pottsgrove Township. C. Valentine indicated that the tree lighting will held be at on December 2 at 6pm.
 - MCPC. No update-T. Konetchy had to leave the meeting early.
 - CCPC. N/A
 - PAHWF. C. Colistra indicated that Rachael Giambrone has left PAHWF and her position should be filled in January.
10. Public Comment-none.
11. Action Items-M. Lenhart reminded the Committee to review the strategic plan goals for operations as well as the Tri-County Trail Plan.
12. Next PARRC meeting Agenda items -none
13. Adjournment into executive session: 6:21pm.

2022 Meeting Schedule

(All meetings to be held at 4:30 PM at Pottstown Borough Hall, 100 East High Street, Pottstown, PA 19464 unless otherwise noted):

January 26 February 23 March 23 April 27 May 25 June 22 July 27 August 24 September 28 October 26 December 7

Next meeting: January 26th Location: Pottstown Borough Hall & On-line