

April 29, 2019
Kutztown, PA

A special meeting of the Kutztown Borough Council was called to order at 7:00 p.m. in the Kutztown Municipal Building Multi-Purpose Room by the President, Mr. Kevin Snyder, with other members of Borough Council present: Mr. Derek Mace, Mr. Richard Diehm, Mr. Scott Piscitelli, and the Mayor, Mr. James Schlegel. Mr. Edwin Seyler and Ms. Arabel Elliott were absent. Mr. Gabriel Khalife, Borough Manager/Treasurer; Ms. Gina M. Wiand, Borough Secretary/Public Relations and Marketing Director; Mr. Matt Hafer, Community Development Director/
Zoning Officer; Kutztown Community Partnership (KCP)/Kutztown University Community Liaison Sandy Green; KCP representatives Pete Smith, Ben Haas and Joel Seidel; Kutztown Planning Commission representatives Pat Snyder, Lisa Ladd-Kidder, Fred Englehardt and Tim Haring; and Kutztown resident and CROWW representative Warren Shaub were also present.

President Snyder asked if there was anyone who wished to address Council before proceeding with the agenda. There were no public comments.

President Snyder noted that the meeting was being held to have discussion on the recent award, of a Keystone Communities Planning Grant by the Department of Community and Economic Development, and he opened the floor for discussion.

Mr. Piscitelli reminded everyone that the Borough was awarded a grant of \$25,000.00 with a \$25,000.00 match from the Borough, and that KCP was also awarded a \$25,000.00 grant.

He stated that the Borough and KCP want to work together, using the grant

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money, with these common goals in mind:

- To come up with a plan to hire a consultant and make plans that will benefit the entire community.
- To be on the same page and not have conflicting goals with KCP.
- To create a plan to get people to come to Kutztown and want to stay.

Ms. Green noted that the KCP was awarded \$25,000.00 from BB&T Bank, to create a “vision plan,” and that we need to look at our town and ask “what do we want Kutztown to be?”

Mr. Piscitelli suggested interviewing three consultants: the one the Borough previously used; the one KCP is familiar with, through Boyertown; and to find a third one that is independent.

Ms. Ladd-Kidder asked if all of the money will be used on the consultant/vision plan or if some of it will be used for implementation. Mr. Khalife responded that some of the money will be used on the consultant/vision plan and some will be used on implementation.

Mr. Smith suggested that holding meetings with town stakeholders would be beneficial in gaging feedback. Ms. Green agreed and said that she thinks a consultant should facilitate those meetings.

Mr. Khalife agreed as well, stating that more than data needs to be collected and that trends and population preferences need to be looked at because people live differently today, especially the student population.

Ms. Green handed out a sample “scope of work” provided by Mark Evans, who worked on Boyertown’s vision plan.

Ms. Snyder noted that Bloomsburg put out an RFP with objectives and asked if we could follow that model. Copies were shared with the group.

President Snyder agreed with putting together a list of objectives. He said that the downtown is the heartbeat of the community, and as that declines, so does the community. He said he thinks it is important to establish what Kutztown is before saying what we want it to be.

It was the consensus of the group to put together something similar to the Bloomsburg RFP, tweaking it and including plans for a municipal complex, and to interview three consultants.

Mr. Mace directed Mr. Khalife to work on the RFP and schedule the presentations for the May 22 Council meeting. After the presentations, a consultant can be hired and a task force can be formed.

A motion was made by Mr. Mace, seconded by Mr. Piscitelli, Resolved, To adjourn the special Council meeting upon vote. Passed by unanimous vote. The meeting ended at 8:32 p.m.

Prepared and Attested by: Gina M. Wiand
Borough Secretary