

KUTZTOWN COMMUNITY PARTNERSHIP

STEERING COMMITTEE MINUTES OF 12-04-08 - Started 8:10 am

In Attendance: Sandy Green, Betty Kutz, Kim Davis, Gina Wiand, Cindy Hogan, Amy Bray, Meghan Godorov, Brad Faust, Kevin Snyder, Gabriel Khalife, Rachel Birckbichler, John Scott, Erica Hesselson, Val Lacis

Public Comment: None

Motion to approve Minutes from 11-06-08 meeting. Sandy 1st & Amy 2nd. Motion passed.

Manager's Report:

- Amy Bray and Sandy met w/Downtown Center - Facade Improvement Manual submitted.
- Market Assessment - survey done by zip code; KCP going to several local businesses and asking customer's zip code.
- Image Improvement Program survey done.
- Erica discussed that some students do not know that stores exist past Turkey Hill.
- Office Management Plan - employee manual underway.
- 5 year Strategic Plan was done 2004 and need to revisit. Mtg Tues, Jan 13th at 7pm at Boro Hall. Wayne Hopkins, Borough Mgr., Scott Horst, SBDC at KU, Brian Koller, Keith Rohrbach, Angela or Pam Corrado, Jan F., and some KCP members are invited to participate.
- Long Term Fundraising Plan needs to be done. Need to revisit the financial commitments and increase them. Kevin suggested sending out reminder letters.
- Economic Restructuring - Mtg. Tues, Jan 20th at 5pm at Kutztown Tavern Club Room
- Town Meeting - Feb. 4th, 7pm at Train Station - have town meeting to highlight KCPs work and plans. Suggestion made by John Scott to rent train station for private functions.
- Facade improvements match would be \$5,000. Design must be submitted with DIM and committee will review application. John Scott may have contacts for bank low interest loans of 1% to 6% may be available to help owners for improvements.

Treasurer's Report:

None - Discussion: KCP is contributing \$2,500 to street light wreaths. Letters going out to businesses/landlords for additional contributions, \$250 contributed by Rotary Club, we're \$1,000 over budget. Have 8 now but may want additional 3-4 wreaths. Would like to advertise the total cost of street lights and wreaths to see if we can get additional funding and more wreaths.

Borough Report: Street lights were approved at last council meeting. Borough is committed to \$5,000 p/yr., asking for \$20,000 from Borough but not shown in budget - following up on it.

KU Report: Holiday Market Place Dec. 4th in Student Union Bldg. from 10am to 7pm. KUBok helping concessions.

Promotion Team:

- New gift card presented along with the card carriers. Available at Bark On Main for businesses to stock-up.
- Pet photos w/Santa to benefit Trailwaggers - 11 to 3 at BOM. Items available for sale that will raise funds for needy animals in Berks County.
- Group advertising pages. MCall group page was shown from Thanksgiving for \$95 for BC sized ad.

Design Team: Street lights and trees are up.

Economic Development: see Manager's Report above

Historic Preservation: None

Fundraising/Event Planning:

Mayor's Movie at the Strand this Sun., Dec. 7th, 2008

Plein Air - Sat., May 30th, 2009

Art in the Park.

Kutztown Day - Sun. Aug. 2nd, 2009

Trailwaggers and Autumn Festival in the Park - Sun., Oct. 11th, 2009

Merchant Trick-or-treat Night - Wed., Oct 28th, 2009

Christmas on Main Street - Sun., Dec. 6th, 2009

Old Business: None

New Business: Letter to Board Members from Cynergy can no longer contribute monthly starting February. Over past 4 years, Cynergy has donated over \$12,000 to KCP. KCP gift card will continue to add profit. Thank you Kim Davis and Cynergy for your unbelievable help.

Erica Hesselson of Friend, Inc., introduced "Pints to Fight Poverty" and seeking fundraising support and contributions from area businesses. Event would showcase area vineyards and beer breweries. Permit received to sell beer at Beltzner Hall at Kutztown Fairground. Permit needed still to sell wine or liquor. Working to get letter from PLCB and contact wineries, etc. Brochure, flyers, mugs, etc. will feature contributor's logos and names. Event to be held February 21, 2009 at Beltzner Hall from 2pm - 6pm w/Entertainment by Frog Holler. Ticket prices vary according to beverage choice of beer only, wine only or both, or if a designated driver.

Next meeting date is Jan. 8th, 2009 at 8:00 am. Motion to adjourn made by Kevin. Sandy 1st & Amy 2nd. Adjourned at 8:48 am