

UPPER PERKIOMEN VALLEY REGIONAL PLANNING COMMISSION
February 25, 2015 – 7:00 P.M.

The meeting was held in the Upper Hanover Township Building and was called to order by Chairman Bill Ritting at 7:00 PM.

Municipal representatives present:

East Greenville – Josiah Pierson
Green Lane – Brian Carpenter
Marlborough – Brian Doremus, Bill Ritting
Pennsburg – Fred Schutte
Red Hill – Faith Diascro
Upper Hanover – Steve Rothenberger

Also present this evening: Eric Jarrell and Brian Olszak from the Montgomery County Planning Commission; Margie Gelhaus, Upper Perkiomen School District; Luanne Stauffer, Upper Perkiomen Valley Chamber of Commerce.

Approval of Minutes

A motion to approve the minutes of the January 28, 2015 was made by Joe Pierson, seconded by Steve Rothenberger, and passed unanimously.

Special Presentation

Representatives in attendance from the Valley Forge Tourism & Convention Board included Bill Fitzgerald, President, Ed Harris, Vice-President for Marketing and Communications, and John Golden, Director of Communications. As the sales and marketing agency for the County, they provided an overview of the activities and initiatives of the Valley Forge Tourism & Convention Board. Some of these initiatives include new online videos, a blog, and a new visitor's guide. In general, the Board is taking a more grassroots approach to their new branding efforts and looking for ways to market the whole region as opposed to just bringing in overnight guests. The hope is that the broader approach will satisfy the desire of potential visitors to participate in unique side activities as part of their larger visit, increasing their satisfaction with their visit and likelihood to return.

Treasurer's Report

The current account balance is \$3,014.15. Invoices for 2015 will go out to the communities soon.

Old Business

Greenway and Stewardship Study

Eric Jarrell reminded everyone of the kick-off meeting for the Multi-Regional Greenway and Stewardship Study. The meeting is confirmed for April 30th at the Perkiomen Valley Middle School West in Lower Frederick beginning at 7:00 PM. Rob Wonderling, President and CEO of the Great Philadelphia Chamber of Commerce is confirmed for speaking at the event. The goal of the meeting is to make sure all four regions are on the same page as to the scope of the study and what the project timeline will be. Once the study is started, more detailed work will be discussed at the four regional planning commissions and then a large steering committee will be used to deal with the issues affecting every region.

Regional Updates

East Greenville – Nothing new to report.

Green Lane – Nothing new to report.

Marlborough – Nothing new to report.

Pennsburg – Nothing new to report.

Red Hill – Borough Hall was damaged again by a burst water pipe. The Manager is still working out of the office, but future meetings will be held at the Fire Hall.

Upper Hanover – Nothing new to report.

School District – Nothing new to report.

PerkUp Update – Luanne Stauffer reported that Ed Reed has almost completed outstanding work for the prototype signs and that they will be stored at the Upper Hanover public works building. The prototypes will hopefully be installed this Spring as the ground thaws and locational issues are resolved. They are still investigating grant opportunities to fund the full sign program. Luanne also mentioned the March 4 meeting being held by the County Commissioners at the Grand Theater and the March 19 joint meeting of the Presidents of St. Luke's and Grand View Hospitals.

Public Comment

None

Adjournment

The meeting was adjourned at 8:17 PM.

Respectfully submitted,
Eric Jarrell, Acting Secretary