

September 27, 2016

POTTSTOWN BOROUGH COUNCIL
POTTSTOWN SCHOOL BOARD JOINT MEETING

The Joint Meeting of the Pottstown Borough Council and the Pottstown School Board was called to order on Tuesday, September 27, 2016 at 7:15 p.m. at the Pottstown Borough Hall, 100 East High Street, Pottstown, Pennsylvania.

Councilors present were Dan Weand, Sheryl Miller and Ryan Procsal. Also present were Borough Manager Mark Flanders, Assistant Manager Justin Keller, Licensing & Inspections Director Keith Place and Borough Secretary Virginia Takach.

Present for the School Board were Thomas Hylton, Polly Weand and Emanuel Wilkerson. Also present were Acting Superintendent Stephen Rodriguez, Business Administrator Linda Adams and Director of Community Relations John Armato.

WELCOME

Borough Manager Mark Flanders welcomed all and introduced Acting Superintendent Stephen Rodriguez and the Borough's Assistant Borough Manager Justin Keller.

Mr. Rodriguez commended the cooperation and collaborative efforts of both bodies.

WALK-BIKE POTTSTOWN

Justin Keller, Assistant Borough Manager, provided a brief update on the PennDOT Walk-Bike Pottstown project. He noted that the project is in the final plan approval stage, with a bid advertisement date of January 2017 and a let date of February 2017. Mr. Keller also advised that this project is funded fully by grants. He also reported that Michael Baker, International, was chosen as the Construction Inspection firm for the project and reviewed the proposed bike lanes and cycle track areas.

Mr. Flanders advised that after reviewing the plans for the project, York and Johnson will be changed to one-way streets. Parking on Johnson is changed to the opposite side of the street, but no lost parking spaces. He added that York Street will be made one way with increased parking on both sides of the street.

CLOSED LOOP SYSTEM

Mr. Flanders also updated the Boards on the Closed Loop Traffic Signal project, reporting that the LED lighting throughout the Borough and the Townships should be letting in the near future. The project end date is approximately 2020 or 2021.

POTTSTOWN SCHOOL DISTRICT COMMUNICATIONS

Mr. Rodriguez provided a brief slide show detailing the new social media communications and engagement process for students and parents, using accounts such as Twitter, Facebook,

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Instagram and You Tube. He noted that the “Twist Challenge” netted 34,000 views, including a post from Chubby Checker. Mr. Rodriguez also commended Principal Matt Moyer for his efforts dealing with social media in communicating with parents and other partners.

Mr. Rodriguez advised that a new site is under construction, possibly to be named “pottstownfamilies.org” to act as a hub site for various information and opportunities.

Mr. Rodriguez advised that Staff is working with the Police Department for a change in traffic patterns and the car line situation and is essentially to ensure the safety of the students.

President Weand questioned the problems with traffic and car congestion as the Borough and School District are working to promote walkable schools.

Mr. Rodriguez commented that parents want to see their children enter the school safely.

LERTA

Mr. Flanders provided an update on the LERTA initiative. He noted that Staff is awaiting approval from the County and will be making a presentation to the Commissioners in the near future.

POTTSTOWN TRAUMA INFORMED COMMUNITY CONNECTIONS

Acting Superintendent Stephen Rodriguez provided background and status of the Pottstown Trauma Informed Community Connections, a community partnership for students and family issues, which have become prevalent over the last 3-5 years. He also explained the efforts of the Adverse Childhood Experiences (ACES) initiative, which is geared to address a series or multiple major adverse events in a child’s life, both home and school. Mr. Rodriguez also introduced a new curriculum for teachers, namely Social Emotional Learning, in order to change the approach of dealing with adverse behaviors.

ROUND TABLE

Emanuel Wilkerson commented on his initiative of PottsTown Talks to seek the story of Pottstown and the needs of the community and residents, including education and economic development.

Vice President Miller suggested that any prospective businesses meet with PAID’s Economic Development Director Steve Bamford.

Manager Flanders noted that until the final determination from the County, incentives may not be offered to potential businesses, for example, hiring Borough residents.

President Weand commended the ad hoc LERTA committee for its efforts in establishing the LERTA District. The committee included Vice President Miller and Councilor Dennis Arms and School Board members Polly Weand and Ron Williams. He also noted that the Junior Fire

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Fighters Club is progressing. President Weand expressed a concern that only three members from each Board were in attendance this evening.

Mrs. Weand suggested communicating with senior citizens, being 55 and over.

Mr. Wilkerson volunteered to go door to door to keep seniors involved.

Mr. Procsal advised that he is scheduled to speak to a third grade class at Rupert regarding his role on Borough Council.

Vice President Miller reminded all that CARES Day is October 28th.

The meeting adjourned at 8:00 p.m.

Submitted by,

Mark D. Flanders
Borough Manager