

FERGUSON TOWNSHIP
PGM Small Area Plan Advisory Board Regular Meeting Minutes
April 22, 2021
4:00 P.M.

ATTENDANCE

The Pine Grove Mills Small Area Plan Advisory Board held its regular meeting on Thursday, April 22, 2021 via Zoom. In attendance were:

Committee:
Matt Heller, Chairman
Paul Tomkiel, Vice Chairman
Liz Grove
Jordan Robb

Staff:
David Pribulka, Township Manager
Jenna Wargo, Planning & Zoning Director

Others in attendance: Laura Dininni, Lisa Strickland

II. CALL TO ORDER

The meeting was called to order at 4:00 p.m.

III. CITIZEN'S INPUT

No Citizen's Input was heard.

IV. SMALL AREA PLAN IMPLEMENTATION SCHEDULE AND PRIORITIZATION –WORKSESSION

Chairman Heller introduced the item. Chairman Heller reviewed the spreadsheet prepared to assist the Committee in assigning priority to the Small Area Plan action steps. The Committee reviewed and discussed the criteria in the spreadsheet. The Committee went through an example of the prioritization of an action step and discussed changes to the model. The Committee members will make their respective additions to the spreadsheet in advance of the May meeting.

V. HAPPY VALLEY ADVENTURE BUREAU TOURISM GRANT APPLICATION – “ROUTE 45 GETAWAYS”

The Committee discussed the application to the Happy Valley Adventure Bureau Tourism Grant Program. The grant, if successful, would defray the costs associated with marketing and hosting a week-long event taking place in Millheim Borough and Ferguson Township, as well as the connecting segment of Route 45. Ms. Grove and Mr. Tomkiel reviewed the partners that have agreed to participate in the event. Additionally, the Committee reviewed the marketing budget and business plan. A follow-up report will be provided to the Committee once the grant results are made public. Ms. Grove moved that the Committee authorize a letter of support for Ferguson Township's application to the Happy Valley Adventure Bureau Tourism Grant Program for Route 45 Getaways. The motion carried unanimously.

VI. OPEN DISCUSSION

Mr. Robb inquired about the process for drafting the letter of support for the Tourism Grant. Mr. Pribulka responded that he would draft the letter and share it with the committee for any edits.

VII. REPORTS

Ms. Grove updated the Committee about the social media page for the Pine Grove Mills Small Area Plan. The title will be "Explore Pine Grove Mills." Ms. Grove described the marketing plan for the rollout of the page.

Mr. Pribulka discussed the progress toward the construction of the traffic signal at Shingletown Road and West College Avenue. Ms. Wargo reported that she was working on a logo for the committee's use.

VIII. ADJOURNMENT

Having no further business to attend to, the April 22, 2021, meeting of the Pine Grove Mills Small Area Plan Advisory Committee was adjourned at 5:47 p.m.

RESPECTFULLY SUBMITTED,



Liz Grove, Secretary
Pine Grove Mills Small Area Plan Advisory Board