



TOWNSHIP OF FERGUSON

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**Pine Grove Mills Small Area Plan Advisory Committee
Regular Meeting Agenda
Thursday, April 22, 2021
4:00 p.m.**

Zoom Link: <https://us02web.zoom.us/j/82033558920>

I. CALL TO ORDER

II. CITIZEN'S INPUT

III. SMALL AREA PLAN IMPLEMENTATION SCHEDULE AND PRIORITIZATION – WORKING SESSION 45 minutes

Narrative

This is a continued discussion from March 25th. Mr. Heller will review the matrix he has prepared to help committee members prioritize the action steps beneath each broader category. Staff has created a One Drive folder for committee members to upload their responses to the matrix, which may be found at the link below. This item is for discussion only and no action is being requested of the committee at this time.

[Small Area Plan Implementation Schedule One Drive Folder](#)

IV. HAPPY VALLEY ADVENTURE BUREAU TOURISM GRANT APPLICATION – “ROUTE 45 GETAWAYS” 30 minutes

Narrative

On April 19th, the Board of Supervisors authorized an application and local match for a Happy Valley Adventure Bureau Tourism Grant. If successful, the grant funding would be used to help facilitate a special event with Millheim Borough that would connect the two municipalities for a week-long agritourism trail. Pastor Tomkiel has been working with Supervisors Dininni and Strickland, as well as Council President of Millheim Borough, Robert Zeigler, and will introduce the item. The Committee is asked to endorse a letter of support for the grant application. Provided with the agenda is a copy of the presentation made to the Board on April 19th.

Recommended motion: That the Pine Grove Mills Small Area Plan Advisory Committee authorize a letter of support for the Happy Valley Adventure Bureau Tourism Grant application submitted by Ferguson Township for “Route 45 Getaways.”

Staff Recommendation

That the Board of Supervisors **authorize** the letter of support for the grant application..

V. OPEN DISCUSSION

VI. STAFF REPORTS

VII. ADJOURNMENT

FERGUSON TOWNSHIP
PGM Small Area Plan Advisory Board
Regular Meeting Minutes
March 25, 2021
4:00 P.M.

I. ATTENDANCE

The Pine Grove Mills Small Area Plan Advisory Board held its regular meeting on Thursday, March 25, 2020, via Zoom. In attendance were:

Committee:

Matt Heller, Chairman
Paul Tomkiel, Vice Chairman
Liz Grove

Staff:

David Pribulka, Township Manager

Others in attendance: Laura Dininni, Lisa Strickland

II. CALL TO ORDER

The meeting was called to order at 4:02 p.m.

III. CITIZEN'S INPUT

Laura Dininni announced the upcoming Watershed Cleanup Day sponsored by Clearwater Conservancy. Ms. Dininni suggested that there may be an opportunity for Pine Grove Mills to organize a group to help clean up some of the area for the day.

IV. SMALL AREA PLAN IMPLEMENTATION SCHEDULE AND PRIORITIZATION

The Committee discussed who would lead each of the categories of the Small Area Plan Implementation Schedule. Mr. Robb will champion the Land Use/Regulatory category. Mr. Tomkiel will lead the Public Infrastructure/Multimodal category. Mr. Heller will lead Economic Development. Ms. Grove will champion Community Engagement/Special Events; Ms. Holliday will champion the History/Heritage category.

Next steps will be for each champion to prioritize within their categories based on resources, relationships to other action steps, etc. Mr. Robb suggested that the priorities be divided into short-, intermediate-, and long-term priorities. Mr. Pribulka will create a OneDrive document to share out for each champion to prioritize the action steps below their respective categories. Once complete, the Committee can reaggregate the action steps based on whether they are short-, intermediate-, and long-term goals.

Ms. Grove discussed her efforts to set up a Pine Grove Mills Small Area Plan Advisory Committee Facebook page and website. The Committee provided their initial comments on the proposal and shared some ideas for Ms. Grove to consider in her implementation. Ms. Dininni discussed proposals for the Happy Valley Adventure Bureau Tourism Grants that are due on April 30th that could help make the Village more attractive and bring in visitors. The grant application will be presented to the Advisory Committee at the Regular Meeting on April 22nd.

V. COMMUNITY BANNERS AND OFF-SITE SIGNAGE

Mr. Pribulka discussed the current progress made toward establishing a process by which community members can submit requests to install banners across public right-of-way (public streets).

VI. OPEN DISCUSSION

Mr. Tomkiel inquired about how to commence a complete streets assessment. Ms. Dininni raised a concern about walkability through the Village and private streets that are being used by the pedestrians as public walkways. Mr. Tomkiel inquired about setting light standards for private property owners in the Village.

VII. REPORTS

No reports.

VIII. ADJOURNMENT

Having no further business to attend to, the March 25, 2021, meeting of the Pine Grove Mills Small Area Plan Advisory Board was adjourned at 5:30 p.m.

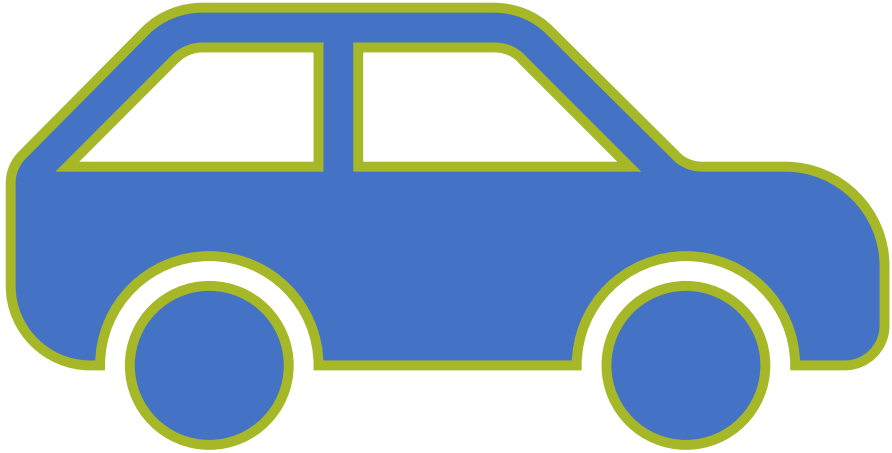
RESPECTFULLY SUBMITTED,

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

A red pushpin is stuck into a map, which is the background of the image. The text 'ROUTE 24 GETAWAYS' is written in white, bold, uppercase letters across the center of the image. A thin white horizontal line is positioned below the text.

ROUTE 24 GETAWAYS

Our Idea



Create an auto trail event for tourists that will connect them with businesses and encourage them to stay overnight

Who are our customers?

1. Tourists

- Hometown tourists
- People from nearby metropolitan areas

2. Businesses in the Route 45 corridor

- We are using ten miles to define this distance

Who we will be for our customers

For tourists we will be like that trusted friend who always seems to be “in the know”

For businesses we will be a valuable partner and advocate

What we will do

For tourists

- Provide information on destinations and deals along the trail
- For 2021: give confidence to tourists who might be cautious due to Covid
- Help tourists craft an adventure that they will remember

For businesses

- Advertising to wider audiences
- Vouch for the quality to tourists
- Organize events that will help them thrive

Our infrastructure



Web presence
with website,
social media



A complete
brand
identity



Focus on
Advertising



Self-
evaluation
and follow-up

Our Advertising Strategy

For our first year, we are planning to devote 60% locally and 40% regionally

We plan to use a range of media from postcards and stickers to targeted online ads

A Week of Music

To launch this project, we are planning on having two weekends of music events:

- one weekend in Millheim
- the next in Pine Grove Mills

Our Key Partners

While we hope that most businesses along Route 45 will partner with us, we have connected with Pine Grove Hall, 814 Cidery, Elk Creek Café, and Pisano Winery to act as our anchors

Our Costs

Our fixed costs include creating a logo, a map, a website, and banners

Our variable costs are advertising, but this is our main activity and therefore is our largest projected expense

What we need

For 2021, our budget is \$19,503

We are seeking a tourism grant through The Happy Valley Adventure Bureau but this requires a funding match.

Our ask of Ferguson Township is \$4,500

Why Ferguson Township?

This kind of event is one that fits well with the Pine Grove Mills - Small Area Plan

- Nurtures local business
- Increases awareness for tourists
- Creates an event to build the village's identity