



TOWNSHIP OF FERGUSON

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**Pine Grove Mills Small Area Plan Advisory Committee
Regular Meeting Agenda
Thursday, May 27, 2021
4:00 p.m.**

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

I. CALL TO ORDER

II. CITIZEN'S INPUT

III. APPROVAL OF MINUTES

1. April 22, 2021 Regular Meeting Minutes

IV. SPECIAL REPORTS

1. PINE GROVE MILLS FARMER'S MARKET REPORT

20 minutes

Narrative

The Pine Grove Mills Farmer's Market began in 2018 and is now entering its fourth year operating at St. Paul Lutheran Church. This year, the Market announced it was approved to accept SNAP benefits to assist individuals and families in achieving food security by providing healthy local options. A representative from the Farmer's Market will report on any items of interest and the schedule for the 2021 Farmer's Market. In previous years, Ferguson Township has provided financial support to the Market out of its appropriation for economic development. This is an update only and no action is requested at this time.

Staff Recommendation

That the Board of Supervisors *receive* the presentation on the 2021 Pine Grove Mills Farmer's Market.

V. UNFINISHED BUSINESS

1. "ROUTE 45 GETAWAYS" – CONTINUED DISCUSSION

10 minutes

Narrative

This is a standing item for the Committee. Ms. Grove and Mr. Tomkiel will be asked to report on the status of the planned upcoming "Route 45 Getaways" event. This item is for discussion only and no action is requested of the Committee at this time.

Staff Recommendation

That the Board of Supervisors *discuss* the planned "Route 45 Getaways" event.

2. PINE GROVE MILLS SMALL AREA PLAN IMPLEMENTATION PLAN UPDATE 30 minutes

Narrative

The Committee divided up the Action Steps described in the Small Area Plan based on general categories. As a reminder, the responsibility of each “champion” is to oversee their respective categories and ensure the Action Steps are prioritized and implemented in accordance with the goals described in the plan document. The following are the assignments for each Committee member:

- Land Use/Regulatory - Robb
- Community Engagement/Events - Grove
- History and Heritage - Holliday
- Public Infrastructure/Multimodal Transportation - Tomkiel
- Economic Development - Heller

Others offered to serve as “co-champions” for certain categories, as well. Chairman Heller created a web tracker to assist the Committee in its implementation. A link to the web tracker is provided below.

[Pine Grove Mills Small Area Plan Action Steps Tracker](#)

Staff Recommendation

That the Board of Supervisors *discuss* the PGM SAP Implementation Plan.

VI. NEW BUSINESS

1. REVIEW OF THE DRAFT PINE GROVE MILLS SMALL AREA PLAN ADVISORY COMMITTEE LOGO 10 minutes

Narrative

Jenna Wargo, Director of Planning & Zoning, has designed several prototypes of potential logos for the Pine Grove Mills Small Area Plan Advisory Committee and to be used in its branding and marketing strategy. Provided with the agenda are renderings for review by the Committee this evening. The Committee is asked to review and select a preferred option. Alternatively, if none are preferred, staff can accept feedback and revise the design accordingly.

Recommended motion: That the Pine Grove Mills Small Area Plan Advisory Committee select _____ as the logo for the Pine Grove Mills Small Area Plan Advisory Committee and its branding and marketing strategy.

Staff Recommendation

That the Board of Supervisors *discuss* the planned “Route 45 Getaways” event.

VII. OPEN DISCUSSION

VIII. STAFF REPORTS

IX. ADJOURNMENT

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

I. 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

DRAFT

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