



Borough of Sinking Spring
BOSS FORWARD
REVITALIZATION COMMITTEE
3940 Penn Avenue
Sinking Spring, PA 19608
W: (610) 678-4903 | Ext. 101
ghirsch@sinkingspringboro.org

Web: www.bossforward.org FB: www.facebook.com/boss2020/

SINKING SPRING
BOSS FORWARD REVITALIZATION COMMITTEE
BOARD OF DIRECTORS

MEETING MINUTES
APRIL 15, 2025

Call to Order

The meeting was called to order by Brian Hoffa at 6:58 PM in Sinking Spring Borough Council Chambers, 3940 Penn Avenue, 19608.

Present

Lisa Gantner (Treasurer-SSB Recreation)
Robert Metzger (Member-SSB Econ Dev)
Brian Hoffa (Member-Council Econ Dev)
Mike Hart (Member-Borough Manager)
Laura Mursch (Member-Berks County Planning Commission)
Gabriel Hirsch (BOSS Coordinator)

Absent

Jaime Perez (Member-Berks Redevelopment Authority)

A QUORUM WAS PRESENT

Meeting Minutes

- **Motion to Approve the meeting minutes of February 18, 2025, by Brian Hoffa. Second by Robert Metzger.** Motion passed Yes – 4, No – 0, Absent – 1.

Treasurer's Report

- Lisa Gantner: The General Fund Balance is \$2004.53. The invoice from Marshall Pickard for website services for Q1 and Q2 of 2025 totaling \$630 was paid by BOSS.

New Member Introduction

- The Committee welcomed Laura Mursch as the newest member of the Council. Laura joins us from the Berks County Planning Commission, and we are excited to have her expertise and perspective as part of our ongoing revitalization efforts.

- **Motion to accept Laura Mursch as a member of the revitalization committee by Brian Hoffa. Second by Robert Metzger.**
- Motion passed Yes – 5, No – 0, Absent – 1.

BOSS Revitalization Committee Reorganization

- **Motion to table election of officers due to key personnel being absent by Brian Hoffa. Second by Mike Hart.** Motion passed Yes – 5, No – 0, Absent – 1.

Revitalization Sub-committee Volunteer Interest

- Gabriel Hirsch: Committee volunteer advertising has gone up on the BOSS Forward website, under the “Revitalization Tab.” More direct advertising to residents will soon follow as projects become more frequent in the form of social media posts and flyers.

Façade Improvement Program

- Gabriel Hirsch: Two property owners within the designated target area have expressed interest in participating in the Façade Improvement Program, which is supported by a grant from the Pennsylvania Department of Community and Economic Development (DCED). The interested properties include Paparone's Pizza, a commercial establishment, and a private residence.
- Gabriel Hirsch: We may want to consider hosting a Borough Council workshop to reintroduce the Façade Improvement Program to a broader audience of business owners and residents, providing an opportunity to share program guidelines, showcase past successes, and answer questions about eligibility and the matching grant process.
- **DIRECTIVE:** Gabriel will meet with Paparone's owners and discuss the next steps in the application process.

BOSS Websites

- Gabriel Hirsch: Work has been focused on updating both the Sinking Spring Borough Website and the BOSS Forward revitalization website to reflect our current progress and initiatives. My goal is to establish our websites as central information hubs for residents, business owners, and stakeholders.
 - These efforts are being coordinated to complement and work in tandem with Sinking Spring Connects, ensuring consistent and accessible communication across platforms.

Old Business

SCTA Discussion

- Gabriel Hirsch: Mike and I had the opportunity to speak with Lauri Ahlskog and Keith Boatman of SCTA to get an update on the status of the proposed BARTA mobility hub.
 - During the meeting, SCTA noted that a conversation with the site's developer would be beneficial, as it would allow them to refine and adjust their plans based on the specific layout and timing of the development. In the meantime, they expressed a clear interest in being kept informed as the project progresses.
 - From our discussion, it was apparent that SCTA is closely watching the area and sees increased development activity as a key trigger for advancing the mobility hub. Once that portion of the revitalization gains traction, the demand for transit services is expected to follow — making their involvement more actionable at that point.

New Business

GRCA Main St. Leaders Meeting

- Gabriel Hirsch: An invitation was received from the Greater Reading Chamber Alliance (GRCA) to participate in an upcoming Berks County Main Street Leadership meeting, scheduled for Monday, May 5 at 11:30 AM. The meeting, recommended by Laura Mursch of the Berks County Planning Commission, will bring together leaders from Hamburg, Kutztown, Boyertown, Reading, and West Reading to discuss shared challenges, opportunities, and potential areas of support. Participation was encouraged, and additional details will be shared as the date approaches.

Sinking Spring Welcome Sign Refresh

- The Committee briefly discussed the condition of the existing Borough welcome signs, which are in need of replacement. A potential opportunity was identified to redesign the signs as part of a broader effort to enhance borough identity and community pride. Forming a sub-committee to explore design concepts and recommendations was suggested for future consideration.
- Brian Hoffa: Proposed the idea of installing an electronic message board near one of the key intersections along Penn Avenue. The sign could serve as a dynamic communication tool for promoting community events and important announcements. Implementation would likely require additional fundraising or sponsorship efforts.

Adjourn

MOTION to Adjourn at 7:33 PM by Brian Hoffa. Meeting Adjourned.

NEXT MEETING PLANNED FOR
Friday, May 23, 2025