



Borough of Sinking Spring
BOSS FORWARD
REVITALIZATION COMMITTEE
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DRAFT

SINKING SPRING **BOSS FORWARD REVITALIZATION COMMITTEE** **BOARD OF DIRECTORS**

Call to Order

The meeting was called to order by Laura Mursch at 7:00 PM in Sinking Spring Borough Council Chambers, 3940 Penn Avenue, 19608.

Present

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

Absent

Jaime Perez (President-Berks County Redevelopment Authority)

Audience Members Present

Lura Bare

A QUORUM WAS PRESENT

Meeting Minutes

- **Motion to approve the meeting minutes of August 19, 2025, by Brian Hoffa. Second by Lisa Gantner.**
Motion passed Yes – 5, No – 0, Absent – 1.

Treasurer's Report

- Lisa Gantner: The general fund balance has not changed since our last meeting and remains at **\$2004.53**.

Borough Social Media Metrics

- Gabriel Hirsch: With the completion of our renewed tennis/pickleball courts, I wanted to help get the word out to residents and locals that they were available for play. Two Facebook posts went up, a first to highlight that it was open, with a before and after picture for comparison. The second post included a more in-depth blog style article that described the benefits of the renewed courts to our community, and a little information about pickleball.

Together, these posts have accumulated almost 15,000 individual views, with a peak of 50x our average daily page views on September 17th and 21st. This is good precedent for future utilization of social media to showcase renewal projects in the borough, to residents in and around Sinking Spring.

Old Business

Signs Committee Research Findings

- Lura Bare: The signs committee spoke with 3 electronic sign vendors since our last meeting. Average prices, based on the examples discussed in the last signs committee meeting, are around \$30,000 and up. Many of the electronic signage in our area come from Horst Signs.

We (Lura and April, Signs Committee) also took a look at the existing signs in the borough, which are in rough shape. We reached out to the installer of the signs, and they said they are not in good enough condition to revitalize.

Discussion: Signs Committee Research Findings

- Bob Metzger: The existing sign ordinance needs to be changed to accommodate this electronic signage project, or a variance needs to be used.
- Lisa Gantner: The sign in front of Wilson is nice and toned down, we want to avoid looking like we are in Vegas.
- Gabriel Hirsch: Other aspects of the project we have considered are the ability for local businesses to put their advertisements on the sign, in exchange for a sponsorship fee. This project could also be expanded beyond the signage, for example parklets or recreational areas to spruce up the intersection.
- Laura Mursch: One possible funding route could be a main street program. Pocket parks could be funded through DCNR grants. I would reach out to Derek Harris regarding the LSA grant, he has a lot of experience with those.

PennDOT TASA Application Status

- Gabriel Hirsch: My recent meeting with PennDOT TASA and RATS MPO officials occurred on October 6th. In that meeting, I received feedback on our application regarding the Broad St. ditch cleanout and pedestrian bridge project. This feedback should help ensure the final submission is complete and gets the best chance of approval. Final submission date for TASA application is October 31.

Adjourn

Motion to adjourn at 7:21 by Brian Hoffa. Meeting adjourned.

NEXT MEETING

Tuesday, October 21, 2025, at 7:00 PM
Borough Council Chambers