



Borough of Sinking Spring
BOSS FORWARD
REVITALIZATION COMMITTEE
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DRAFT

SINKING SPRING
BOSS FORWARD REVITALIZATION COMMITTEE
BOARD OF DIRECTORS

Meeting Minutes
August 18, 2026

Call to Order

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

Present

Laura Mursch (President-Berks County Planning Commission)
Brian Hoffa (Vice President-Council Econ Dev)
Robert Metzger (Member-SSB Econ Dev)
Gabriel Hirsch (BOSS Coordinator)

Absent

Mike Hart (Member-Borough Manager)
Lisa Gantner (Treasurer-SSB Recreation)
Jaime Perez (Member-Berks County Redevelopment Authority)

A QUORUM WAS NOT PRESENT

Meeting Minutes

- Approval of June 16th meeting minutes pushed to October meeting.

Treasurer's Report

- Lisa not in attendance; July & August report pushed to next meeting. No changes reported to the account since the last update, so figures stand as previously reported at **\$1804.53**.

Old Business

Freight House Grand Reopening / USA 250th Anniversary Festival (Sept 19)

Vendor update:

- 7 craft/retail vendors confirmed so far, all local Borough businesses.
- One food vendor confirmed: Kona Ice (West Reading).
- Twisted Spuds is still pending - on vacation, had another event for that date cancel, plans to confirm once back.
- Halal Fusion is a prospective food vendor requesting a \$1,500 sales minimum guarantee: if their sales during the 3-hour event don't reach \$1,500, they're asking the Borough to cover the shortfall between actual sales and that \$1,500 threshold. Flagged as a meaningful potential cost; no decision made would need formal agreement in place.
- ServPro (Will) update: questions were emailed ahead of a Teams meeting the next morning at 10 AM; answers and a progress update to follow after that meeting.

- Vendor registration is now free; members asked to spread the word to any vendor contacts.
- Outreach continuing - many businesses reported being booked that weekend or waiting on corporate approval. Info packets/signup materials dropped off in person where management wasn't available (e.g., 7 Brew); follow-up visits planned in the coming weeks.
- Gourmand was contacted but is already booked for that date.

Advertising/media update:

- Radio commercial segment not yet booked - waiting on a few more vendor confirmations first. Contract terms already in place and considered favorable.
- DJ secured through ServPro at no cost to the Borough.
- Event ran for the first time in this week's Reading Eagle Monday bulletin; will also appear in their "weekend event roundup," which publishes on Thursdays roughly two weeks out from the event.
- No contact made yet with WFMZ; the historical society contact (Paul Miller) provided a backup WFMZ contact.

Historical Society / Museum:

- Historical Society confirmed for a booth at the event.
- Hoping to have the museum open during event hours as well, as a separate offering.

Revitalization Committee table:

- Discussed setting up a Revitalization Committee table (posters, facade program map/materials).
- Goal is to get committee members and Borough Council to rotate through and volunteer at the table.
- Facade improvement work should be a centerpiece of the table display.

Sponsorship:

- Still awaiting a response from Austin Electric, given their direct role in the Freight House reconstruction. They're weighing in-kind day-of volunteer support versus financial sponsorship. No decision yet.

Event logistics:

- Event runs from 1:00-4:00 PM.
- Vendor setup begins about 1.5 hours before event start.
- Vendors have until 6:00 PM (2 hours after the event ends) to break down and clear the park.

New Business

Grant Updates - NFC Fitness Court Studio

- Both applications (GTRP through DCED, and the DCNR C2P2 Development Grant) are now under review - essentially the same project submitted through two funding programs.
- Worked with the DCED analyst on budget revision; application considered strong.
- Determinations not expected before Fall 2026 at the earliest for either grant.

Post-Event Planning - what happens after the grand reopening?

- Discussed options for a possible recurring follow-up event to build on momentum: a biannual event (not full seasonal/year-round) versus a farmers' market at the same site. No decision made.
- Idea floated: using the Freight House for a future holiday open house/Christmas event for kids (currently held at Borough Hall - typically 200-230 attendees, down about 5% this past year to roughly 200, run for 12-13 years). Discussed capacity: Freight House space estimated at about 8 tables and 50+ seated, more standing. Renting a supplemental tent was discussed as a way to add space if pursued. No decision made - flagged to loop in Parks & Rec.
- Idea floated: an annual "Sinking Spring Chili Fest" as a possible future event.

Announcements

Upcoming DCNR Grant Opportunities

- Two upcoming DCNR programs - Park Rehab & Development, and Community Recreation & Conservation Planning. Applications expected to open January 11 through April 30, 2027. Committee to start identifying potential projects once the Freight House event wraps up; more program specifics are to be shared closer to the window.

OTHER ITEMS DISCUSSED (not on printed agenda)

Trifold/rental pamphlet

- On hold until another vendor is confirmed, then work resumes. Plan is to focus the front on Freight House rental info/history, with other Borough rental facilities listed on the back page (pavilions noted as especially popular/heavily booked this summer).

Regional meeting follow-up

- A member attended part of a regional meeting the day before; plans to follow up with a contact named Erin for materials/handouts to bring back to the committee.

Ribbon-cutting event

- Discussed whether to pursue a formal ribbon-cutting through the Chamber (possibly with a County Commissioner) versus a Borough-only recognition. No decision made.

Adjourn

Motion to adjourn at 7:18 by Laura Mursch. Meeting adjourned.

NEXT MEETING

Tuesday October 20th, 2026 at 7:00 PM

Borough Council Chambers