

# TOWNSHIP OF DERRY

## BOARD OF SUPERVISORS MEETING

Tuesday, March 23, 2010  
600 Clearwater Road, Hershey, Pennsylvania 17033

### **CALL TO ORDER**

The March 23, 2010 Township of Derry Board of Supervisors meeting was called to order at 7:00 p.m. by Chairman Michael H. W. Pries.

### **ROLL CALL**

E. Christopher Abruzzo, Vice-Chairman  
Sandy A. Ballard  
Kelly C. Fedeli, Secretary  
Marc A. Moyer  
Michael H. W. Pries, Chairman

### **Also Present:**

Matt Bonanno – HRG, Township Engineer  
Thomas Clark – Director, Public Works  
Barbara S. Ellis – Hershey Public Library  
Jill E. Horner – Assistant Township Manager  
Cheryl L. Lontz - Manager Payroll/Employee Benefits  
Matthew J. Mandia – Director of Parks and Recreation  
James N. Negley - Township Manager/Township Treasurer  
Lt. Pat O'Rourke – Police Department  
Scott Stein – President Fire Company

**Public Present:** Lou Bushman, Emil Bunc, Ralph Fisher, Betty Zeiger, Paul Zeiger, A. Julian, Annette L. Julian, Bill Gladstone, Seth Mendelsohn, Joe Woodward, Elvira Ebling, Thaddeus Austin, Louise Swartzbaugh, Claude Swartzbaugh, Leah Lewis, Howard Lewis, Chris Shelly, James Chestnut, Matt Weir, Lawrence F., Johanna Fallon, Mary Moyer, Lynn Milas, James Milas, Agrees Santangelo, Susan Graham, Suzanne Brinter, Chris Bushman, Diane Myrvang, Joan Anderson, Todd P.

**Press Present:** Drew Weidman, The Sun

### **Executive Session:**

Chairman Pries announced that the Board of Supervisors met in executive session prior to this meeting to discuss land, legal, and personnel issues.

**Chairman Pries advised that all public meetings are recorded for providing accurate minutes.**

### **VISITOR/PUBLIC COMMENT**

Lou Bushman, 32 Maple Avenue, Hershey – Mr. Bushman said he did not see any mention of Maple Avenue on the design for the stormwater sewer project. He asked if any work would be done on Maple. Matt Bonanno said that currently the storm sewer in

Mr. Bushman's area is on Cocoa North. So it will run across Cocoa back towards some alleys, but at this point they are not extending the pipes up to Maple Avenue. They are looking at some cost saving measures and making sure the low points in the system are getting the inlets and pipes necessary at this time.

Mr. Bushman asked if the pipes would be extended up the first block of Cocoa Avenue. Mr. Bonanno said it is not going that far. There are inlets down around Cocoa Avenue by the baseball field and about two or three blocks up around his area. Mr. Bushman referred to a presentation he made showing the stormwater that was causing the damage. He said there needs to be larger pipes and also two inlets up on Linden Avenue. He asked when the work on Linden would be done. Mr. Bonanno said it is all going to be done as part of the storm sewer project. He added that we are in Phase 1 for construction. Mr. Bushman asked what phase Maple Avenue is in. Mr. Bonanno said that is to be determined. Mr. Bushman said at the last HRG presentation, the chart indicated they were number 3. Mr. Bonanno said due to some of the costs they have run into, they are trying to make sure the most critical areas are getting the inlets and pipes at this point.

Mr. Bushman said he believes Maple Avenue is a critical area and asked that they try to do some work there.

Chairman Pries explained that because of the way the piping is going down the 322 Cocoa Avenue area, the water does not flow naturally. The plan is to run one pipe straight across underneath 322 to get rid of the back and forth "S" shape motion. Chairman Pries asked if by fixing the piping it would eliminate some of the problems that were occurring on areas such as Maple. Mr. Bonanno said that area ponded so when water came down, there was no where for the water to go. With the new larger pipes and straightening out of the system, the water will be able to flow through there much more quickly. Hopefully this will alleviate some of the problems on Maple, but they are not taking inlets up as far as Maple.

Chairman Pries noted that the flood they experienced was over a 100-year flood. This proposal is for a 50-year design. To do a design for a 100-year flood would double the cost.

HRG will do another presentation for the unveiling of the official project. Mr. Bonanno said they are looking at getting right of way acquisitions and some coordination with the utility companies. At this point, the presentation will not be until later this year or early into next year due to some delays they have encountered.

On another note, Mr. Bushman said his father lives on 108 East Areba Avenue. There are times during juvenile or youth football season when he can't get in and out of his garage. He suggested they either close Areba Avenue off during those periods or make it one-way with parking only for residents. Chairman Pries noted that has been a problem for decades. They have reached out to the President of the Hershey Youth Football Association (HYFA) and starting next year, the HYFA will send out communications to opposing teams, their fans, etc. not to park in a certain area, but to park behind the old Junior High School. Mr. Bushman said there are signs not to park, but they are not enforced.

Emil Bunc, 364 Mill Street, Hershey – Mr. Bunc requested a caution sign or stop sign put in front of his house due to the traffic from the car wash. There have been a couple of fender benders and a kid was hit with a bicycle. Chairman Pries asked Lt. O'Rourke to look into Mr. Bunc's request.

Matt Weir, 1986 Church Rd, Derry Township – Mr. Weir said he was here on behalf of the Derry Township Environmental Action Committee. He asked that the supervisors observe Earth Hour on Saturday, March 27th at 8:30. Legislation has passed and the State will be joining communities and individuals around the world by turning of their lights for Earth Hour this year. Mr. Weir said he attended a Supervisor's meeting last year where the utility budget was discussed. At that time with the increase of costs for energy and removal of rate caps, he asked the Township to cut back on their energy consumption. Earth Hour would be a way to create awareness in the community. One hour/year may not make a big difference dollar wise, but the awareness will go a long way over time. He encourages the departments in the Township to communicate more of energy awareness at their department meetings. The Township Manager asked the department heads to cooperate in Earth Hour.

Tony Julianne referred to information he faxed to the Board regarding Bill 1254 which is referred to as the Anti-tethering legislation. The Bill is being redrafted and coming up for vote. House Bill 1254 is the effective anti-tethering bill in Pennsylvania that will limit the time a dog can be chained. Right now there is no law. It would improve their living condition through much needed guidelines and more humane treatment. No longer will a dog be permitted to be chained 24/7, 365 days/year. The current cruelty laws do not address the issues created by chained dogs. Under this law time limits would be set as to how long a dog may be chained within a 24-hour period. Bill 1254 will eliminate some of the nuisance calls that cost our law enforcement time and money, which would be better used elsewhere for the community. Mr. Julianne asked that Derry Township support the Anti-tethering legislation.

Chairman Pries thanked Mr. Julianne and said that the Board will take this matter under advisement.

Mr. Ralph Fisher, 935 Hill Church Road – Mr. Fisher asked that his note to the Board be part of the minutes. He shared part of his note...

*It is time to go out of the norm. A peaceful tea party is what we need. When God decided to send his son to earth to help right the wrongs of government imposed on the people, he went out of the norm. He picked a virgin to give birth to a son. When the kings bowed before an infant, they went out of the norm. They were used to people bowing before them. When John Adams was out of the norm in 1765 when he was unhappy with the Stamp Act, he responded by starting our government as we know it.*

Mr. Fisher also decided to pay his taxes tonight. He read that taxes haven't been raised for 20 years in Derry Township. He went back and checked his taxes and found they were only \$430. Now they are \$830. If taxes weren't raised, how come his amounts are different? OPT tax use to be \$10, \$5 to the School Board and \$5 to the Township.

He believes now it is \$5 to the School Board and the Township keeps \$47. He took the privilege of reducing \$440 by 10% because he is a senior citizen and a vet. He paid \$400 cash to the Chairman and said he would like the proper paperwork taken care of.

Mr. Fisher asked if the bookkeeping on the projects we are going to do is as bad as the Clearwater project. He quoted, "that the project was not only within budget amount but the evaluation and many adjustments were able to be eliminated for the overall reduction in price for the project. The Municipal project was approximately \$500,000 less than estimated." He believes the two new supervisors should ask for a construction audit because we are talking about \$500,000.

Also, there was a fuel tank taken out of this project, but he couldn't find the closure report. Was a report ever made? It is against the law to take out fuel tanks without getting a closure report from certified people of the government. If this was not accomplished, he will send a letter to DEP and ask them to look into it. He mentioned the fine is \$10,000 and \$100/day if it was done without their supervision.

Mr. Fisher said he is also going to send a letter to the attorney general asking him to check on the use of government equipment for the hockey team. He said it states: You can buy your tickets at the Hershey Police Station. This indicates to him that you are using government property to raise money.

Chairman Pries acknowledged Mr. Fisher's comments and responded.

- He does not understand where Mr. Fisher's tax numbers came from because we haven't raised taxes since 1987 which was the last time Mr. Fisher was a supervisor.
- Our bookkeeping is audited every year. The Township taxpayers pay for these audits by professionals. We have come back with a clear audit every single year. The audits are available for review.
- Chairman Pries asked Mr. Clark to follow up on Mr. Fisher's comment regarding a fuel tank being closed.
- Chairman Pries said the Board has no authorization to accept his tax money. He needs to make his payment to the Tax Office.

Mr. Fisher said he is giving the money to the Chairman as he is responsible for every act that goes on in the Township. Chairman Pries said Lou Paoletti is our tax collector and the tax office is open Monday through Friday from 8:30 to 4:00. Mr. Fisher said he is sure the Chairman can manage to get the money to the Tax Office since he is the CEO. Chairman Pries told him he was being unfair in his comments. Chairman Pries said he is one of the five members of the Board of Supervisors. Each of them makes up 20% of the Board. As far as accepting payment for his taxes, Chairman Pries gave the money to Lt. O'Rourke to secure and give back to Mr. Fisher.

#### **APPROVAL OF MINUTES:**

Chairman Pries called for a motion to approve the Minutes of the March 9, 2010 Board of Supervisors Meeting. Supervisor Ballard made a motion to approve the Minutes of the March 9, 2010 Board of Supervisors Meeting as written. Vice-Chairman Abruzzo seconded. ***The motion carried 5-0.***

## **NEW BUSINESS:**

### **Presentation from HRG on the 743 Bridge and Intersection Improvement Project - Brian Emberg**

While Mr. Emberg was beginning his presentation, Mr. Fisher was speaking out regarding his money. Lt. O'Rourke attempted to give his money back so that he could pay his taxes to the right authority. He said he did not want the money back. Mr. Fisher continued speaking out about the tax money. Lt. O'Rourke counted the money and gave it back to Mr. Fisher. Mr. Fisher gave the money back to Lt. O'Rourke and said, "If you give the money back I'll break your arm." Lt. returned the money and Mr. Fisher said, "There is \$100 missing."

Chairman Pries apologetically interrupted Mr. Emberg and told Mr. Fisher he was disrupting the public meeting. Mr. Fisher asked if he was going to be arrested. Chairman Pries said we have Township residents present that want to listen to the public presentation. Please show respect to your fellow residents. He continued to argue about his taxes and members of the audience told him to be quiet because they came to hear the presentation.

Mr. Emberg proceeded with his presentation.

This marks a major milestone in a 6-year journey to get to this point. The SR743 Intersection Improvement Project which is located in the heart of the Village and involves the intersection of 743 and 422. Generally, the project description is the re-alignment of Cocoa Avenue with Park Avenue. The bridge over Norfolk Southern Railroad will be replaced and there will be signal modifications. That intersection is very Busy with an average daily traffic of 12,000 vehicles a day on Cocoa and 20,000 vehicles a day on Chocolate.

Cocoa Avenue will be realigned through a lot that used to house the bank and the pizza shop with Park Avenue. Park Avenue will be relocated a little to the east where the new bridge will be built, through a portion of Zoo America's parking lot and realigning back in between where the kiddy turnpike and the main entrance to the Zoo is at. That will eliminate a steep and substandard curb with significant sight distance issues and also have the effect of eliminating the offset intersection. The offset is the major contributing factor to the congestion in trying to pass through 32,000 vehicles a day.

Other features include:

- Medians down Chocolate Avenue going back up to the Intermodal Center, down to Celyon Avenue and up to Linden Avenue.
- Special treatments of the crosswalks, a lot of landscape plantings, a lot of architectural features to give it a nice appeal, but also to serve as traffic calming.
- The Green T is a configuration that is timed with all the other signals, which results in great traffic efficiencies through the intersection accommodating the 32,000 vehicles.
- Textured crosswalks utilizing a new compound that simulates brick, but is much more durable.
- Countdown pedestrian timers at each of the crosswalks.

- Two pedestrian underpasses. The first one is on Park Avenue – underneath Park Avenue and daylight at the level of Zoo America. The other underpass is at the mid block crossing allowing pedestrians to cross underneath Chocolate Avenue and provide access to the Chocolate Factory. Both underpasses will be lit and have security cameras.
- Some green features include lawns, landscaped islands; median will also be landscaped with various types of vegetation. It serves as traffic calming, visual obstruction, esthetic appeal, and an obstacle to discourage pedestrian crossing in those areas.
- Street trees planted around the square.
- Keeping the Kiss lights.
- Nostalgic poles similar to the light standard configuration on Cocoa will be on the traffic signal supports and used as poles on the new street lights at the square.
- Tree grates embossed with Hershey Kisses for all the trees.
- Fluted, lighted ballards that will run down the media from Ceylon to the intersection and then across the intersection down to the Intermodal Drive. These will be breakaway.
- The bridge will have a Hershey Chocolate color to the beams and lighter colors elsewhere.

This project is different in that these are two state highways that are being modified. Normally a PennDOT project is administered beginning to end by the department. But they look for opportunities where they can team with local projects. Without the efforts of the Township and local stakeholders in the community this project wouldn't be here. The Township and stakeholders take care of the preconstruction activities which include design, right of way and utilities. Now it will be turned over to PennDOT who then administers and is responsible for the construction of the project. The \$4.5 million dollars for this project came from the Township, the local stakeholders, federal money used to pay for utilities, and from gaming funds. The total project cost is over \$15 million dollars. \$10 million will be paid for by federal money administered by PennDOT.

Once all approvals are received, the project will be moved into the next phase of bidding and construction. The goal is to have bids by the spring of 2010 to proceed with construction in the summer of 2010. It will be a 24 month project with completion in 2012.

They plan to keep traffic moving and open at all times during the project. It will be staged and configured in such a way that certain parts of the project will be under construction while traffic is maintained in other areas.

On the website, there is a link for the project website that will take you to another website listing all the projects the Township is contemplating over the next two years. The list includes this project, the stormwater project, the Lingle Avenue project and Hanover Street relocation with Hockersville Road. An update on the status of each project and traffic information is also provided.

Chairman Pries thanked him for his detailed presentation. He informed the public that we are going to see a lot of work done to update our infrastructure...an infrastructure that wasn't attended to for several decades. Some of these projects will improve our

stormwater issues and traffic congestion. It will take some time, but the improvements will be very noticeable.

Chairman Pries announced that the Township engineer will be out in the lobby if the public has any questions for him.

**A1-9 Resolution No. 1260, approving the 2010 Build Out of the Hershey Center for Applied Research Technology Suites II.**

James N. Negley - Township Manager/Township Treasurer

This resolution supports the build out cost of the Hershey Center for Applied Research Technology Suites II. The total project is \$2 million dollars. If the Township receives the Economic Development Administration grant it would result in \$1 million dollars to help cover the costs. This build out will impact the local economy creating 70 temporary construction jobs over an 8-month period. This project will also create 297 direct, indirect, and induced jobs over a period of 5 years with average salaries of \$70,959.

**Motion:** A motion made by Vice-Chairman Abruzzo and seconded by Supervisor Fedeli that Resolution No. 1260, approval of the 2010 Build Out of the Hershey Center for Applied Research Technology Suites II is here approved. ***The motion carried, 5-0.***

**B1 Request to implement a Seasonal Pay Scale for Special School Police (Crossing Guards) for the duration of AFSCME Contract.**

Lt. Pat O'Rourke – Police Department

A pay scale listed below represents the recommended pay rates for the Special School Police:

- Year 2010 Start rate: \$10.27 - a 2.00% increase over 2009 wage
- Year 2011 Start rate: \$10.53 – a 2.50% increase over 2010 wage
- Year 2012 Start rate: \$10.82 – a 2.75% increase over 2011 wage

These employees are considered seasonal and are not included in the labor contract. Their role is insuring that our elementary age children can travel to and from school safely.

Vice-Chairman Abruzzo asked Lt. O'Rourke if the monies that are needed to pay for the modest increases are already in the police budget. Lt. O'Rourke said that they were.

Vice-Chairman Abruzzo noted that between 2010 and 2012, the actual increase is about \$.55 over the three-year period. Also, he noted that the School District reimburses the Township 50% of the wages.

**Motion:** A motion made by Supervisor Fedeli and seconded by Supervisor Ballard that the request to implement the Special School Police Pay Scale is hereby approved. ***The motion carried, 5-0.***

**C1-2 Approval of seasonal wages for 2010, 2011 & 2012.**

Matthew J. Mandia – Director of Parks and Recreation

The proposed rates are for seasonal employees that include front desk staff, summer day camp staff, and aquatic staff including lifeguards. This is also concurrent with the recently approved AFSCME contract for the next three years. The rate percentages are 2% for 2010, 2.5% for 2011, and 2.75% for 2012. As part of this pay scale, all starting rates have been frozen. The newly hired employees in 2010 will get the same rate as the 2009 starting rate as a cost saving measure. The funds have been budgeted for 2010 to cover the 2% increase.

Vice-Chairman Abruzzo asked if we compete directly with the Hershey entities, like the park with respect especially to the lifeguards. Mr. Mandia said that we do. The park probably pays more, but we are competitive.

Vice-Chairman Abruzzo stated that the increase from 2010 to 2012 appear to average about \$.50 for 2010, \$.25 for 2011, and about \$.25 for 2012 which is already in the budget.

**Motion:** A motion made by Vice-Chairman Abruzzo and seconded by Supervisor Ballard that the seasonal wages rates for 2010, 2011, and 2012 as presented are hereby approved. ***The motion carried, 5-0.***

Chairman Pries noted that Mr. Mandia mentioned a freeze on starting salaries within his department. He said that the Board of Supervisors implemented a hiring freeze on all new full-time employees a couple of months ago. He commended Matt for taking that step.

#### **D1-5 Award of a contract for the installation of water features at the Hershey Recreation Center.**

##### Matthew J. Mandia – Director of Parks and Recreation

This project consists of the installation of three separate water features to be located at the Hershey Recreation Center. The first and largest of the features includes a timer controlled bucket drop that will run at various times throughout the day to further enhance the recreational experience for those at the Recreation Center. The other two features will be located in the baby pool area and also will be new additions to the outdoor pool facility. This project funding was approved at the November 8<sup>th</sup> meeting and is going to be funded through mandatory dedication fee in lieu of funds that the Township has collected over the years for the express purpose of providing additional recreational services to the community. A pre-bid meeting was held on February 19, 2010. 12 contractors attended the meeting. The bid opening was conducted on March 5, 2010 in which 5 contractors submitted bids. The results of the bids are listed below:

- |   |           |
|---|-----------|
| • T.R. Stoner General Contract, Elizabethtown, PA - <i>lowest bid</i> | \$ 45,304 |
| • D.G. March Associates, Pottstown, PA                                | \$ 66,450 |
| • Doug Lamb Construction, Inc., Elizabethtown, PA                     | \$ 71,550 |
| • Progressive Pool Management, Inc. out of Wilmington, DE             | \$ 75,705 |
| • Specialty Pool & Fountain, Inc., Silver Spring, MD                  | \$123,800 |

There is a disparity in the bids received. Mr. Mandia contacted the apparent low bidder, T. R. Stoner to run through the numbers and to verify that he was solid on the numbers that he submitted. He is standing by the numbers. The Township has worked with T.R.



Stoner in the past on two large projects. One is the bridge work done as part of Phase 2 A of the Bicycle and Pedestrian Trail and also the installation and building of the Skate Park located at the Recreation Center. Both of the projects, T.R. Stoner came in significantly lower than the other contractors. They were completed in a timely manner with quality workmanship and within budget.

Supervisor Moyer commended Matt on his diligence in researching what is an enormous disparity in bid prices. In this economic environment, he wondered why this particular project and the marginal improvement in the quality of the facilities. He wondered if this money is well spent as opposed to using those monies for perhaps improvement in the infrastructure of the pool or in other areas. Mr. Mandia said he brought this to the Board in November 2009 as a proposed project and it was approved at that point. Being that the funds are being utilized through mandatory dedication funds that we collect from developments in the Township, there are certain restrictions that we have to abide by. For example, it can't be utilized for maintenance type work. It has to provide new recreational features that benefit the community at large.

**Motion:** A motion made by Vice-Chairman Abruzzo and seconded by Supervisor Ballard that the authorization to award the bid for the water feature installation project at the Hershey Recreation Center to T.R. Stoner General Contractor in the amount of \$45,304.00 is hereby approved. ***The motion carried, 5-0.***

#### **CORRESPONDENCE**

No correspondence to report.

#### **BOARD/COMMITTEE INFORMATION**

No Board information to report.

#### **REPORTS**

Chairman Pries asked Mr. Clark about the piping behind the Reese's property under Norfolk Railroad. Mr. Clark said he has a call into Norfolk Southern out of Reading which is the branch responsible for that area. He has not received a call back. He will follow up if he has not heard anything in a couple of days.

Chairman Pries referred to the pipe that they were trying to open to alleviate some of the flooding that was occurring. Mr. Clark said they made it through half way but was stopped by Norfolk when they decided it was their responsibility to do the work.

#### **Barbara Ellis – Director of Hershey Public Library**

Ms. Ellis mentioned two programs:

1. A Reading Program for children 3-8 years old that will allow them to earn a ticket to Springtime in the Park at Hersheypark. It is going very well. There is another week left for children to be able to participate.
2. On April 11<sup>th</sup>, Richard Russo, a nationally known award-winning author will be at the Hershey Public Library. Reservations are necessary.

Chairman Pries asked Ms. Lontz how the finances look for the first two months of 2010. Ms. Lontz said at this point, it is hard to tell because a lot of the tax revenue has not started to come in yet. Expenses are considerably lower than expected.

Matthew J. Mandia – Director of Parks and Recreation

Mr. Mandia said they allocated some maintenance funds in the Capital Budget this year for the outdoor pool. This Thursday they are having a mandatory pre-bid meeting for some resurfacing and re-pointing of joints in the outdoor pool to maintain the structure.

Mr. Mandia announced the first annual Memorial Day Parade will be held on Monday, May 31<sup>st</sup>. The Committee is accepting applications from the community at this time for individuals, groups, marching bands, etc. to participate in the parade. Applications can be obtained through the Township newsletter, the website, or at the Recreation Center. The parade will start at 10:00 AM from the Hershey Recreation Center, right on Cocoa Avenue, left going down Elm, right onto Ridge, right onto Chocolate, back to Cocoa and then back to the Hershey Recreation Center. After the parade, they will be commencing the annual Memorial Day Ceremony at 11:30 AM.

Mr. Mandia said the Easter Egg Hunt is this weekend at Shank Park beginning at 9:00 AM. Ages 2 through 10 are invited to participate. They have over 14,000 Easter eggs ready to go.

Chairman Pries reminded everyone about the Kiss Hershey Back event on April 17<sup>th</sup>.

Matt Bonanno, Township Engineer, updated the Board on the 167 Plan. He spoke with the County Conservation District yesterday. They are preparing the plans and the report to send to the Commissioners hopefully this week. It should be on the Commissioner's agenda in mid-April.

James N. Negley - Township Manager/Township Treasurer

Mgr. Negley announced that York Waste will soon be sending postcards to the residents announcing the enhancements in the Solid Waste pick-up. The one bag price is reduced \$6.00 per quarter and there is a pay as you go option.

**APPROVAL OF ACCOUNTS PAYABLE (\$303,069.31) AND PAYROLL (\$276,465.14).**

Vice-Chairman Abruzzo moved to approve accounts payable in the amount of \$303,069.31 and payroll in the amount of \$276,465.14. Supervisor Ballard seconded.

***The motion carried, 5-0.***

**VISITOR/PUBLIC COMMENTS**

Bill Gladstone is handling (on behalf of the Derry Township ICDA) the marketing of the old Township Building Project off Hockersville Road. Mr. Gladstone distributed a packet containing the following:

- Criteria
- Marketing efforts made since the project was started
- The Offering of Memorandum - information regarding the property itself in detail.
- Request for Proposal – sent to quite a number of people.
- The ICDA Board went out to the entire nation to make sure the marketing was done properly. Advertising was done in the Wall Street Journal, in the Mid-

Atlantic Business Journal, in the Hummelstown-Hershey Paper, and in the Patriot News. E-mails went out as well as faxes and flyers.

- Magazine and a Newsletter - The newsletter goes out monthly from Mr. Gladstone's group. The magazine has an aerial photo of the property and it goes out three times a year. Both of those handouts have a circulation of about 3000 to 3500 people.
- Marketing report for the last 6 months of who it has gone to and what they have done. It does not reflect the number of phone calls made.
- A list of RFP recipients...approximately 40.

Some of the issues they are facing:

- Financing. A lot of people are opting to buy ready to go projects as opposed to trying to put under agreement a piece of land which takes 6 months for Township approval, 6 months to build, and then to spend a year or two to break even.
- Pricing – "We are a victim of the economy." Typically, who pays the most money for projects are drug companies (CVS), Convenient Stores, Banks, Fast Foods, and then it drops significantly. CVS paid an average of \$800,000/acre on the West Shore.

Recommendations on how to improve the situation:

- Adjust the pricing (expectations on what that property is going to sell for)
- Selling at the wrong time – may want to wait until the economy picks up to some degree.
- Trying to find new marketing medians to make sure we are getting out to everyone. The newest one is doing viral videos on the Internet. Very inexpensive, but gets out to a lot of people as long as you can find the target audiences. We are looking at the advantage of using U-tube where we can do a nice video of the property and what we are trying to accomplish in Hershey.

Vice-Chairman Abruzzo said we are not necessarily looking for a hotel, but any good use of the property. A hotel is one of many uses it can be used for. Mr. Gladstone said they have focused on hotel developers, but not exclusively.

#### **ADJOURNMENT**

Supervisor Ballard moved to adjourn the meeting at 8:37 p.m. Vice-Chairman Abruzzo seconded. ***The motion carried, 5-0.***

SUBMITTED BY:

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Kelly C. Fedeli  
Township Secretary

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Brenda Van Deursen  
Recording Secretary