

POTTSTOWN CITIZENS FOR Enlightened LEADERSHIP

To set goals, you need facts

Upon being elected council president last month, Dan Weand asked council members to each suggest one goal for 2016 at the next council meeting. Here's what they suggested:

Ryan Procsal, 1st ward

Ryan Procsal said his goal is to increase home ownership in his ward.

Carol Kulp, 2nd ward

Carol Kulp was absent from the meeting.

Sheryl Miller, 3rd ward

Sheryl Miller wants to increase home ownership throughout the borough.

Dennis Arms, 4th ward

Dennis Arms said he wants to improve communication in the borough.

Rita Paez, 6th ward

Newly elected council member Rita Paez said she wants to see fewer homes for sale and wants to make Pottstown a nice place to live.

Joe Kirkland, 7th ward

Councilman Kirkland said he wants to develop a better working relationship with landlords in 2016.

Reaching goals

These are all fine goals, but how do you reach them? Councilman Arms acted immediately on his goal by setting up a website (<http://padlet.com/wall/naj4hw10sqbq>) where any citizen could anonymously post his or her suggested goal and read other people's suggestions.

In the first four days, the site received 42 suggestions. In the six weeks since, no suggestions have been added.

As is usually the case, the person making the suggestion expected someone else to carry it out.

Councilwoman Miller talked about a first-time home-buying seminar to be hosted by the Phillies Fire Co. April 2. That's a positive step.

But to measure success, you need a system to inventory and update the use of all dwellings units in the borough. That won't be easy.

Dan Weand, 5th ward

Council president Weand said his goal is to attract 100 jobs in 2016 that pay a "family-sustaining wage."

But first, we need to know

how many jobs we already have in Pottstown before we can tell whether we've added 100 more.

Factual reports needed

Five years ago, the newly-reorganized board of Pottstown Area Industrial Development Inc. (PAID), a non-profit economic development group funded partially by the borough and the school district, adopted by-laws requiring PAID's economic development director to submit an annual progress report and to conduct an inventory of all borough businesses. Steve Bamford, PAID's director, has yet to do so.



Commentary by
Tom Hylton

Employers, employees

However, we recently learned the borough receives a list of employers and employees from the borough's tax collector, Berkheimer Associates, which collects the borough's earned income taxes.

You won't find it in the borough budget or any published document, but we obtained the list from the borough and published it on our website.

Go to www.pottstowncitizens.org and click on **Pottstown Borough** → **Issues** and scroll down to **Pottstown employers**.

We have sorted the list from the largest employers to the smallest.

Now we know that Pottstown has 9,434 jobs. To reach Weand's goal, Pottstown must grow to 9,534 jobs by January 2017.

And that's the most important thing about reaching goals in Pottstown. First you need to have all the information necessary before making decisions. That means collecting and analyzing data.

Otherwise, goal-setting is no more than wishful thinking.

