



**DAUPHIN COUNTY BOARD OF COMMISSIONERS**

**WORKSHOP MEETING**

**MAY 4, 2011**  
**10:00 A.M.**

**MEMBERS PRESENT**

Jeff Haste, Chairman  
Mike Pries, Vice Chairman  
George P. Hartwick, III, Secretary

**STAFF PRESENT**

Laura E. Evans, Esq., Chief Clerk; Marie E. Rebeck, Controller; Janis Creason, Treasurer; Mark Templeton, Prison; Dave Schreiber, Human Resources, Leila Brown, Solicitor's Office; Jack Wright, Human Services Director's Office; Brad Winnick, Chief Public Defender; Steve Libhart, Director of EMA; Bruce Foreman, Esq., Solicitor's Office; Troy Petery, Deputy Court Administrator; Kay Lenge, Human Resources; Fred Lighty, Esq., Human Services Director's Office; Mike Potteiger, Director of Adult Probation; Steve Suknaic, Director of Juvenile Probation; Amy Richards, Commissioners' Office; C. Jeff Patton, Juvenile Probation; Dan Eisenhauer, Director of MH/ID; August Memmi, Director of Community & Economic Development; Randy Baratucci, Director of Purchasing; Edgar Cohen, Director of Facilities Maintenance; Carolyn Thompson, Court Administrator; Steven Smith, Prison; Kenneth Ulerick, Prison; Joann Ridley, Prison; Michael Welker, Prison; Elizabeth Svolto-Patterson, Prison; Kelly Gallatin, Prison; Sheila Britt, Domestic Relations; Brenda Hoffer, Commissioners' Office; Abby Gabner, Commissioners' Office and Richie-Ann Martz, Assistant Chief Clerk

**GUESTS PRESENT**

Alvin Taylor, Robin Scaer, Roy Christ, Renee Gaston, Tara Betz, Don Transeth and James Roxbury

**MINUTES**

## **CALL TO ORDER**

Mr. Haste, Chairman of the Board, called the meeting to order at 10:09 a.m.

## **MOMENT OF SILENCE**

Everyone observed a moment of silence.

## **PLEDGE OF ALLEGIANCE**

Everyone stood for the Pledge of Allegiance.

## **APPROVAL OF MINUTES**

Mr. Haste: We have several sets of meeting minutes that we'll take up at next week's meeting.

## **PUBLIC PARTICIPATION**

Rev. Taylor: I'm wearing a different hat today so you can help me out here. I've been a minister in the area for 36 years and I used to have access out at Dauphin County Prison up until 2008. I was called by a family on April 21<sup>st</sup> to visit their father who is currently incarcerated there and I assume he is still there. Since that time I have been trying to do clergy visitation and I need to know what the procedure is for clergy clearance for visitation and also how long is the process for the background check? I filled out all the information and this is going on the third week.

Mr. Haste: The best thing to do is go to the Prison and ask the administration.

Rev. Taylor: I called and talked with Sharon yesterday on my way back in town. I asked if she could have the Warden give me a call, because I don't know if the gentleman is still incarcerated there. I called the facility and I haven't gotten a call back yet so I thought I would come by here to find out.

Mr. Haste: I'll call out and ask them, but that is who you need to talk to.

Rev. Taylor: I appreciate it. Thank you!

Mr. Haste: Is there anyone else?

Mr. Christ: The concern that I bring before you this morning is a concern that affects some 10,000 residents in this County and that has to do, as I'm sure you may already know, the disenfranchisement of these voters. A decision was rendered by a County judge that in fact took away the ability for at least 10,000 citizens in this County to vote for representation.

Mr. Haste: Could you state your name and address?

Mr. Christ: My name is Roy Christ and I live at 1208 Penn Street. I come to you this morning not as a candidate, because obviously that doesn't exist anymore, but I come to you as a citizen of the County and a citizen of that magisterial district that will no longer exist. What I can tell you is there are three surrounding magisterial districts that in fact are currently having elections. Of those three districts some of this district will be broken into that. Where will these people vote? If they are not allowed to vote in this election cycle, what will happen is simply this, they will not have been able to vote for representation for 12 years. That is certainly disenfranchisement. The County should be aware of that, because this is an issue that of course the Supreme Court Chief Justice made a rendering upon, which in fact eliminated that district. Since there is no plan in place where will these people vote? If an individual lives within that new district will they be allowed to run? It seems like a fair question. I'm just really perplexed, because some of the individuals in this room will be affected by that. In fact, if there were a crime in this building it will be affected by that. Where do we go? What is the resolution?

Mr. Haste: I don't know that we have the answers. We have the same questions you do. As you indicated it was a Supreme Court decision. The Supreme Court in an effort to get their budget under control has decided that they are going to start closing MDJ districts across the State. I think they have decided that as incumbents do not run they are going to take a look at those and not do them. With the census numbers they will be redrawing those lines. What we do in the meantime, we don't know either.

Mr. Christ: Right and that is where it is unfair. Certainly I do not cast a stone at the decision that was rendered by the County judge, because the County judge was following an order issued by the Supreme Court. The question in hand goes to a Constitutional issue and even the Pennsylvania Constitutional issue, because the Constitution of the Commonwealth does not provide a stipulation that allows redistricting based upon financial reasons. It has to be done by population density. I would beg to question has this district decreased in population and I don't believe that's the case. I understand that the Commonwealth is certainly under great strains financially, but we as public officials live by a higher standard. If the Constitution doesn't provide for it, I think it begs the question.

Mr. Hartwick: I'm also a resident of that magisterial district as well. I think the planning albeit maybe the intentions to reduce and deal with budget issues was a noble intention the planning of it has absolutely sucked. The idea for us to be able to try to transition a district, particularly during a voting time where we have had folks seeking elected office who had expended their own resources, their own money without the opportunity to know quite frankly whether or not that district was going to be in or out, not being able to have the ability to understand as a voter of the district who I'm actually going to have in a magisterial district judge to be able to preside over and not having the ability to cast a vote or even understand where the redistribution of the workload is going to go yet eliminating a position is a very difficult spot to put voters, residents and the community

in. I understand and as a member of this what the issues are related to expenses. The planning and the expenditures that were placed out and the folks putting careers on hold and also a community who quite frankly is confused as it relates to what the decision is, is something that I think has been a very poorly planned process and one that, Roy, we are going to work on. The decision right now is in the Supreme Court's hands. We'll attempt to find answers. The challenges out of the Supreme Court they are going to move at the pace that I think they feel they need to in order to answer the questions. I know you sought out support through the ACLU. There are folks who are trying to seek out other avenues in order to try to get this addressed. I'm going to let you know that I'm going to be an advocate to assist in trying to get the answers. Quite frankly those answers right now lie with the Supreme Court and we need to develop a strategy to get answers now.

Mr. Christ: I want to point out that I come here in all humbleness and respect. One of the things that I want to point out is yes, I was a candidate and yes I have a tremendous amount of financial investment on my part and there are many people that I have to thank for donating to that campaign. I have no idea how to pay my bills or do I give the money back. As a judicial candidate I'm not allowed to have that money. If I didn't raise enough money to pay those bills can I continue to? Those are questions as a candidate, but I wanted to point out to you as County Commissioners that there is a County adjacent to ours that has had a magisterial district seat empty for two years. It wasn't closed. As a County we should be offended as well, because this affects all of us. We are all in this together. Sometimes we don't like it and sometimes we do, but the reality is how can we say we are doing this based upon a fair and equitable standard when an adjacent county has had an empty seat for two years that could have been eliminated.

Mr. Haste: I think this will cause the Courts to redistrict on a much fairer basis. It probably should have been done. They were waiting on census data. It is clear our districts now aren't equally divided and I think this will cause the Courts to take a look at those and more equally divide those districts.

Mr. Hartwick: It is just interesting at the off sight of having eight years ago created two additional magisterial district judge seats in the City to be able to deal with the large caseload. The caseloads have not decreased. They have actually increased. You hope that as magisterial district judge seats come available throughout the entire County, not just the City of Harrisburg, that we are taking a look and reducing them in the exact same fashion. We also added two additional judges, because quite frankly the caseload is up. The message is mixed and I want to make sure that the communities are being affected proportionately.

Mr. Haste: As with many things that we get in County government; our job is to make lemonade out of lemons. We have to deal with what decisions they hand us and try to do them as fairly as we can. That's what we will continue to do as soon as we get answers as well.

Mr. Christ: The concern that I have is to me I see it as a global issue of fairness. It may affect the City of Harrisburg and it may affect just that midtown portion of Harrisburg, but it doesn't. It affects the whole County. Again, we are in this together. When you look at 10,000 people within a County being disenfranchised it is not a partisan issue. It is residents of this County who will not have the ability to vote for representation. I think that really has to be a point that is driven home. I thank you for your time and I look forward to finding a resolution.

Mr. Haste: As do we.

## **DEPARTMENT DIRECTORS/GUESTS**

### **A. Brad Winnick, Chief Public Defender**

#### **1. Byrne Justice Assistance Grant Program**

Mr. Winnick: I'm here today to bring you up to speed and tell you about the grant that my office is seeking from PCCD, which is the Byrne Juvenile Assistance Grant. I believe you all have copies of the grant application that has been put together by us. What this grant is looking to do is back about four years ago PCCD put together a series of performance guidelines for county defender services; be it a public defender's office or court appointed counsel, whatever system is used in that county. It provides performance measures to more efficiently and to more productively represent juveniles through the Juvenile Justice System. The counties that are the beneficiaries of this grant will be Pennsylvania's pilot counties for the enactment of these performance measures. What we have sought to do is to create something that this county has not had for this office, which we are seeking what we call a social worker. A juvenile social worker will be able to assist our attorneys. This is not for a new attorney to take on more cases. We don't expect this will reduce caseload size. The number of cases has been pretty constant in Dauphin County for a number of years. What we would like to do is have someone who is familiar with the juvenile justice system dealing with juveniles whether that is someone who has worked in the probation office, a juvenile detention facility, a juvenile placement, a human service provider who can meet with our juveniles and their families at a much earlier possible time in the case, work on issues of detention for those juveniles who are detained prior to the 72 hour detention hearing so that we can go into those hearings much more prepared. They do not need to know the law, but they need to know the juvenile and his or her family. We can take that through the entire process up to adjudication and the disposition and most importantly an area that quite frankly our office has not for years been able to do as well as we should, which is what we call the post disposition representation; once juveniles are on probation or in a juvenile placement facility. The one question we always get here when we have been discussing this with PCCD is this is not a duplicate of what a probation officer already does. To some extent that is true, but in our discussions and I've spoken to Mr. Patton about this and I informed PCCD of this, the issue here is one of being effective and having trust. Juveniles and their families very often have some inherent mistrust of probation officers, because they are law enforcement and they carry a

badge. They sit on the side of the district attorney literally at a table whereas we want someone who is going to sit with our client. Sometimes the social worker may be offering something to the court that is different than juvenile probation is suggesting, because maybe they gathered more information, maybe they have a different perspective. Oftentimes we think this social worker, because they will be on the side of the juvenile and their family, will be able to help to enforce what juvenile probation is saying and maybe have that juvenile be much more receptive to what is being offered. That is the position in a nutshell. I know some of the financials have all been provided to you. If there are any questions, I would be happy to answer them.

Mr. Haste: We had a very good discussion so I'm good.

Mr. Hartwick: This is obviously another addition to our ability to try to get community members and advocates on behalf of folks who are coming through the criminal justice system rather than them hearing directly from somebody that is system-related that is certainly their advocate hoping to connect them in conjunction with the requirements, but hoping to connect them with community and family-based services to put them in a position to hopefully stop further involvement and placement into the system. That is what we have been attempting to do. It sort of dovetails out of a conversation that I had with the House Subcommittee who is now considering restoring the county's ability to have reimbursements for legal expenses for juveniles placed back into our Children and Youth Needs Based budget, which I advocated for earlier this week. I would like for you to talk to and make sure we are communicating about the Children and Youth's changes legislatively if they actually occur to see if there is anyway, because I know there is a portion of internal dollars we had defined in order to make this work. We are not asking for new money, but we had to squeeze an already extremely challenging budget to get this position in, but if there is any way for us to gain reimbursement through any new legislative acts, we should make sure we are seeking out that funding as well.

Mr. Winnick: I can look at that and I can talk to Sue Cohick and get together and see how we can explore that possibility.

Mr. Hartwick: But the idea of not placing kids in future placement and the long term savings to the county because of the upfront work is going to certainly more than pay dividends for what we'll have to readjust within our internal budget.

Mr. Winnick: Absolutely. I know you have been very clear on this on using the community-based resources that are available, not just in juvenile court. This is something that we also are exploring right now with our adult clients, mainly in the context of mental health. About a month ago your office had notified my office about a conference that was being held at a group of community-based and religious-based human service providers. I believe that conference was at Wildwood Park. Ari Weitzman, my First Assistant, actually attended that and has been having meetings and making contacts with pastors. I know he was on the phone with a priest yesterday. He

reached out to the synagogues and he is trying to see what the community has to offer us, be it juvenile or adult. We are working on that proactively.

Mr. Hartwick: As resources get slimmer we need to find whatever partners that are willing to provide that level of support. We certainly support continued relationships and we are also working on a database to be shared between juvenile probation and children and youth that is going to allow for us to understand which community-based both non-contracted and contracted services are available based upon the certain defining parameters of why the kid is entering, whether it be the dependency or delinquency system. Hopefully the social worker will be able to have access to a myriad of both formal and informal services that may be able to help the family and child, which I think will be a great resource.

Mr. Haste: It won't really streamline, but it should eliminate some delays that we experience now.

Mr. Winnick: That is one of the main areas that we had focused on. We have been very clear with PCCD; we don't think we are going to eliminate the caseload. To the extent that we would, it is really tangential in the future if you think that really this position will help rehabilitate above and beyond what juvenile probation has done. I think that is farfetched. I think what we can do is be more prepared to move a case forward at every stage be it detention, adjudication disposition and perhaps if we have someone working with the family when a child is in placement to be working with that family to help prepare them to have the juvenile come home. We may get the kids who still do go to placement home quicker.

Mr. Hartwick: That has been reduced by about 60% in the last two years alone, saving the County about \$4 million. That work is going to go on top of what's already being done.

## **B. Renee Gaston, Constellation Energy**

### **1. Final Report for Phase I of the ESCO Project**

Ms. Gaston: I'm Renee Gaston with Constellation Energy. I'm happy to give you an update on the energy project that Constellation has performed for Dauphin County. We have completed Phase I. I'll give you an update on where we are on Phase II as well. When we started this project the Commissioners had some goals and objectives that they wanted to achieve through this process and I just wanted to show how the projects helped benefit and achieved those goals and objectives. One obviously was to reduce the energy consumption. As you can see we reduced about 4,000 MCF of gas, over 2,000,000 of KWH, reduction in over 4,000 Mlbs of steam. That is going to help the bottom line of the cost that the County is putting out. We are really looking at the water consumption at the Prison and we were able, through the control upgrades and the efficiency project, save 30,000 Kgal in the Prison. In the Courthouse, a lot of the older buildings as you know they have aging equipment that is at the end of their useful life so

some of the things that we wanted to do there was replace the air handling units in the Courthouse. This wasn't really one of the top objectives and goals, but the Courthouse, because of the old equipment. We were also hoping to improve the temperature control in the environment and we feel that we've gotten feedback that it has happened as well. We were also asked to look at the economics for the chilled water and steam that is purchased from the district's steam and chilled water loop to see if there is anything we could do there. Because of the study and the evaluation we did, we were able to put the County in a good position to renegotiate their rate which is also saving the County money, as well as reducing the chilled water consumption. Obviously we wanted to utilize local companies to provide the work.

The electric companies have utility rebates out there and because we did a large lighting upgrade we were able to put together the submission and submit for a rebate that came directly to the County, which was over \$150,000. Because you saved energy and reduced your electrical consumption through the lighting, the utility company was able to give you a rebate of \$150,000.

Also, the County wanted to be good stewards of the environment so as you can see there was also a large environmental impact from the project. We saved over 5.2 million pounds of CO<sub>2</sub> reduction, which over the life of the contract of 15 years relates to over almost 3,000 cars removed from the road. That really helps the environment as well, these types of projects.

For Phase I and Phase II it was over \$7.3 million and we are saving in the upgrades that we did with the lighting in all the buildings. We did building automation systems in all but the County Prison, because they already had controls, the Veterans Memorial Building and the AAA Kitchen. We did building envelope upgrades, which were the interior window glazings in the Courthouse and Administration. We did water upgrades in the County Prison, Adult Probation and Work Release Center and Schaffner. We also did a lot of upgrades in the Courthouse as I mentioned with the heat wheel replacements, air handling unit replacements and electrical panel replacements.

Phase II what we are doing is the electrical switch gear upgrade. That is more for safety reliability. So far we have already received all the material on site. We had to run some new conduit. That's run. We are ready to run the cabling and pour the cement pads for the two new transformers going in. The switchover right now is scheduled for about the 1<sup>st</sup> of June. We have to coordinate that with PP&L. We actually met with them late yesterday to try and coordinate that date.

I just want to thank Edgar, Scott and all the folks that have worked with us to make our project really easy to implement. At the end of Phase I now that we have implemented it the next phase is to do the measurement verification. As you know this is a guaranteed energy savings project so we have to show that we produced the energy savings that we projected. We have already done all the pre-measurements including the water and lighting and the building envelope. We have done post measurements on the water upgrades in the building envelope and we have to do that on the lighting yet,

which will be taking place in the next couple months. For the HVAC and controls, because the controls are in there what we do is we set up trends to trend the mechanical equipment to show the savings there and that takes about a year, because we trend each season. We are just really excited and we appreciate the business from the County and we look for a nice partnership as we go through the next phase of the project. Do you have any questions?

Mr. Haste: I don't know if you heard of the interesting side effect we had from it working? We got a notice from the consortium that we didn't use enough natural gas at the jail. They basically were going to bill us for our shortage. So, we had Edgar jump on top of that and they were able to...it didn't make sense for us to get penalized for saving energy. That was a way that we did know that it was working. It was an interesting twist to the success story.

Ms. Gaston: Any time that you come up with that and you have any questions or need any help from us to document any of that please let us know. It is always good to hear from more than us that you are saving energy.

Mr. Hartwick: Just from a larger perspective and I know that we have folks that are here. The ESCO projects I think we put a call out to school districts and public entities in this County that have so far not been as responsive I believe because of other pressing issues related to funding cuts in school districts and other local governments may be hesitant to take a look at this. I want to put a plug in for the project. Quite frankly the idea that these projects and probably one of the enabling legislations that we deal with in counties that actually got it right that have provided a significant finance vehicle for us to be able to invest in energy savings, the ability to reduce our overall bill, our carbon footprint and not have one tax dollar go towards the repayment of that as capital expenses. If I was a struggling school district this would be the first area that I would be looking at to try to figure out how to reduce my long term costs. We tried from an economic development perspective put a call out to school districts and municipalities to say let's educate you a little bit about the ESCO project, understand that it's really the savings that you generate is what's used to be able to repay the initial capital expenses. Taxpayers or your position in the school district financially won't be compromised. As a matter of fact you'll be doing good things long term for the buildings within the districts or in the municipalities. I just want to make sure and hopefully this will get reported we need to do a better job of communicating exactly what the benefits are, because I'm always asked what is the downside of doing an ESCO project, because ultimately when you do your measurements and you talk about the building envelope if you don't meet the projections that we agreed upon early you are on the hook, not County taxpayers. That is why you are certified by General Services to be able to do this and that is the Agreement we entered into. Quite frankly when you do the analysis, we project savings out and those savings are used as the basis to do repayment for the capital expenses. I don't know why anybody would not take advantage of that and it puts local folks to work.

Mr. Haste: I do think a couple of the larger school districts and municipalities have done it on their own. The reach out that we did I think the timing, at least when I talked to our County folks, the timing wasn't the best. So, we are going to reactivate that effort to go get them involved at the table. I think we will just keep on doing it. It is a good initiative for any of them to take underway. I think it was just the timing.

Ms. Gaston: It was during the Easter holiday.

Mr. Haste: It was that and they are dealing with end of year issues and prom issues. We didn't think about it, but it was big on their radar screen.

Mr. Hartwick: We're talking about the Harrisburg Authority. They have a significant number of obviously water, sewer facilities, the Broad Street Market facility and City buildings. If you are talking about saving money and making things more efficient why wouldn't you start with projects that actually don't cause significant financial problems to your taxpayers.

Mr. Pries: You have to start somewhere and this was a good start. I want to congratulate you on a very well detailed and organized summary. It was excellent. I had no idea that once this is done we are going to save close to 37,000 barrels of oil. That is a lot of money right there. There are also 111 acres of deforestation preserved and 3,000 cars off the road. I also have to thank my fellow Commissioners and prior Commissioner Nick DiFrancesco for taking on this initiative and making this happen. This has been a win/win, not just for the County, but also for the environment. I think you do a fantastic job and keep up the good work.

Ms. Gaston: I appreciate you reaching out to others, because it is a great...I've been in this industry for 20 years and it is a win/win, because it not only helps the environment, but it allows older buildings to be upgraded at no cost to the taxpayers and we are saving energy so it is a win/win for everybody. It puts people to work. We appreciate you promoting that and we appreciate the help to make this job successful. If there is anything else we can ever do please let us know.

Commissioners: Thank you!

**C. Tara Betz, Board Chair, Rick Dunlap, PR Director and Robin Scaer, Director of Marketing – Hershey Harrisburg Regional Visitors Bureau and Don Transeth of YoungBlood, Inc.**

**1. Marketing Campaign**

Ms. Betz: Thank you for the opportunity to be part of your agenda today. The last few times that we have been in front of you, we've brought exciting news and we are going to try to keep that trend rolling along. I have been involved with this Bureau for a very long time and I can tell you that we have never, in my history, done anything to this magnitude and this exciting. Without further ado, we have Don Transeth with us. He is

with YoungBlood. If you recall when we were here back in the fall, we showed you the video. This is the team that put that video together and who we are still working with.

Mr. Transeth: Thank you for the opportunity to be in front of you this morning. No reading ahead! This is a marketing presentation. The topic this morning is tourism, which is a key economic driver for Dauphin County.

I would like to say a couple words about the people that we are working with. Your advocate within the department, Robin Scaer, is our day-to-day contact. She is the guy, the strategist; she is the one that keeps us on the rails. Mary Smith also is critical. We work with Tara and Rick Dunlap as well. You got great representation within the system and I wanted to make note of that.

We want to give you an overview of the objectives and strategies for the Bureau's most innovative spring promotion ever. There are three key market factors that we would like to highlight. The first is summer months are strong. Rooms are booked at a high rate. Whatever we do isn't going to increase occupancy rates significantly in the summer. So, we are good with the summer. So, we have to look at other areas to generate business.

The second key fact is there is an opportunity; the news of the day is the cost of gas. When you and your families are considering what are we going to do for a vacation and gas prices are over \$4 all of a sudden proximity and drivable locations become critical. We see less air travel for vacations. Driving vacations are more viable than ever and proximity becomes critical.

The third fact is timing. Spring offers us the best potential to do a number of things. The awareness of what's going on in Hershey is lower in the spring period than it is in the summer. Occupancy rates are down. It is less crowded. Not only is this a great opportunity to build a return on the market investment, but build momentum. The strategy that we are dealing with is simple. We can't be all things in all cities. So, in order to get this going, we had to select a key market and we landed on Baltimore. Why Baltimore? It is less than an hour and a half away. In fact from the center of Baltimore to the Intersection of Cocoa and Chocolate is 88 miles and that will be key here. They have a strong professional and family base for this initial rollout. The media is much more affordable than New York, DC or Philadelphia. In good fortune, Hershey Entertainment & Resorts independently landed on Baltimore as a key focus for their spring market. So, we have not only what we are doing, but also the muscle of Hershey Entertainment as well. Timing is May-June, so it is happening right now. Rooms are available and it gives us momentum leading into all the things that happen in the summer. The target is suburban families and young professionals. Of all the variables that come in and get it down to a simple statement is this...convince young Baltimore suburban families and professionals to book overnight stays by convincing them that Hershey Harrisburg is their best regional travel option, because we are very close and have the most diverse set of fun, affordable and unique activities. Those activities include all the things that make our region special. We know about the culture and art,

heritage and history, outdoor activities, parks and casino. It is also important in a communication and brand building and making an offer to someone, the style component is critical. We believe that our style component's warm, friendly, fun, inviting, affordable, exciting and unique. These are characteristics that we would like to have and associate with us.

Our budget is \$200,000. It is important to have a significant presence in that market. As you will see in a minute, as we show you our media strategy, we can't be all things to all people with this budget. We are trying to do fewer things. We are trying to pick and choose our spots and when we are there have a presence. Deliver unexpected delight to the people of Baltimore. We are looking at a media strategy, which includes outdoor mass transit direct marketing and social and earned media. It is important that where we say "Just 88 Smiles Away" that is going to be a recurring theme that ties together the proximity and this warm friendly association. We'll show you the range of things that we are doing as we proceed. We will have eight outdoor billboards in the Baltimore area. They are targeted for the areas where suburbs have the most families and young professionals. We are going to be on their light rail and the regional buses. It is exciting, because this is going up as we speak. We will be taking over some railroad cars and we won't go big or stay home. We won't have a sign along the header. We will have just about every sign on the car. So, when you enter the car you enter the world of Hershey and Harrisburg and this warm and inviting environment. We have some special placements. We will be doing a train wrap. We will take an entire car and wrap it with our message. This will be going throughout the entire area. Right in the heart of Baltimore there are some elevators where people are going up and down every day, we will wrap those. The stations where people are going in and out every day, we'll take over those. Again, picking and choosing spots with this warm friendly message. The station domination, it gives us the opportunity to have these commuters have to walk through, over, under, by our message of "Just 88 Smiles Away". As I said Robin worked also very hard to put some teeth into this message. What is the incentive to come? They put together a great program surrounding this economic issue of gas, which is you have the opportunity to save up to \$50 on a two nights stay at participating Hershey/Harrisburg hotels when presenting your original gas receipt from that day. You are driving 88 miles you can get up to \$50 back – a powerful incentive. What will it look like?

(Mr. Transeth revealed the sign.)

Mr. Transeth: The message is very simple. We are close, we're warm and we're friendly. There is a unique address [BaltimoreVisitHersheyHarrisburg.org](http://BaltimoreVisitHersheyHarrisburg.org). We're building a new logo. You will see a variety of interest here. These will be inundating commuters every day as they proceed through their Baltimore commute. Marketing programs are important, but the most important thing is to get a return on your investment. What are you actually getting back for your money? I thought about Robin's obsessive interest. As a client she is constantly saying how are we going to do this? We are going to track it by a social media, hotel bookings and traffic driven to the Bureau's new page within the existing site.

In addition to this specific Spring Program in Baltimore, we have a couple of other goals with it. We want to build momentum leading into that peak summer season. We planted a seed that Hershey Harrisburg is the place to be going. If you are going you should be excited. We want to educate Baltimore on our unique attributes, value, destination, desirability and proximity. The core of this we are working upon building a brand. There is a brand bank that we are building and it is visit Hershey Harrisburg as a premier destination.

To recap this, it is a spring campaign to compliment the summer season, May and June. It showcases the warmth and accessibility of our region and we are going to watch it closely. With your help we would like to build on the success of this campaign and here is what we would like to do. We have feedback mechanisms so that we can fine tune this. We'll know what works and what doesn't work. We would like to look to those new markets and we are looking at Washington, DC and Philadelphia as the next target. We want to continuously have not only the emotional, but the incentive of booking; like save \$50 on your stay. We would like to come back with our early fall campaign, after the summer peak and then look at expanding this in the spring of 2012. We are excited. The next time we see you we will have full details of what it looks like in the marketplace. If you can imagine what it looks like to see a huge bus rolling around town with this message or a light rail train go by or the six rotating images on the digital billboards as you are driving. It is a great campaign. We think it hits on the warmth and uniqueness of the region. Just 88 Smiles is adaptable to any other destination that we want to talk about in terms of regional proximity. Thank you for the time and opportunity.

Mr. Haste: If this is May and June, do we already have some of these up?

Mr. Betz: The last page in your Packet is actually the...

Mr. Haste: I wasn't allowed to look!

Mr. Betz: We just had this picture in. This is our train car wrap. It looks pretty cool. We are actually trying to arrange a field trip so to speak with you folks, as well as some of the other community stakeholders and members of the House Tourism Committee to go down there and see our campaign live. We were hoping to do that next week with it being National Tourism Week. Unfortunately the timing is not going to work quite right with everyone's schedule and it being Primary week next week. So, we are working to come up with a date hopefully later this month or early June to get down there and actually see it. It really does tie in nice. The Keystone State Games are coming up in July and we are trying to pull participants out of that area for that. It is pretty exciting.

Mr. Haste: The idea is that you are driving people to the web?

Ms. Betz: Yes.

Mr. Haste: Do you have someone tracking?

Ms. Scaer: It is already set up. BaltimoreVisitHersheyHarrisburg.org. We can see all the traffic that comes from there and from that page there is a huge book now button.

Mr. Haste: Is there a follow-up to those who have visited?

Ms. Scaer: We are collecting that information so that we can have email communications with them. We are doing a direct mail.

Mr. Haste: Somebody is very good about that. I get about four or five text messages from someone in Philadelphia just because of being a Philadelphia fan. For whatever reason I get these text messages, so I know the ability is there.

Ms. Scaer: Us planting a seed in Baltimore and build a relationship with the residents.

Mr. Haste: I like the areas that you are looking at from there, the Philadelphia area or DC. I think it is a natural move. If this gets successful hopefully four or five years from now we are talking about northern Virginia, because if you think about the 81 corridor, it is not that far away.

Mr. Hartwick: New Jersey.

Ms. Betz: Do you like it?

Mr. Haste: I do like it.

Ms. Betz: We are going to be looking to you for some help. If we want to continue this and go into those DC and Philadelphia markets, we are going to need some help in terms of funding in order to complete that. We are losing, as you are probably well aware of, over \$100,000 from our State funding. We are hoping that this will produce.

Mr. Haste: Since this Board of Commissioners has been here and anytime you've come to us with a creative idea have we ever not found a way to get it done?

Ms. Betz: Not at all.

Mr. Haste: Okay. You might have your answer right there.

Ms. Betz: We will definitely get you some feedback and hopefully we can do the field trip and you will see the numbers as soon as we have them.

Mr. Hartwick: This is the kind of investment that you do make, because it generates more hotel tax dollars by putting heads on beds and promoting the region. I like the idea of the expansion. It is a different philosophy that folks had before us. I know we are criticized a lot, but the idea of the outcomes of \$2.1 billion that we did last year in

tourism...that is a huge industry and quite frankly worth the investment and the minimal amount that you pay for the return is a significantly good investment of hotel tax dollars.

Mr. Haste: I think it is rather clever although I won't buy the fact that it was a mere coincidence that HE&R was also investing in Baltimore. It is good riding someone's coattails.

Ms. Betz: They are going to come in right behind us. You're right we are definitely revenue producing. It is a huge industry and I think it will be great. We are just basically scratching the surface. There is no radio in this and no TV. We are just scratching the service of what we can do.

## **D. Dauphin County Commissioners**

### **1. Correctional Employees Week**

Mr. Haste: It is our honor to read a Proclamation. I think many of us know that the Governor earlier declared this week as Correctional Employees Week in the Commonwealth. We wanted to follow suit with that. We do this each year. We recognize the men and women who work very diligently at our jail. Oftentimes you don't get the credit that you deserve. It is a tough job. Everybody who is there should not be there and just ask anyone their family and friends and they will tell you that it was a mistake. They didn't get there because of anything they did. I know you have to deal with a lot of difficulty, plus you have to deal with us as elected officials and judges and everybody else who fully understands and appreciates everything you do. We do really try to. I think each one of us has spent enough time out there that we truly do appreciate the hard work and it is an honor to see you here today. I do know some of the senior staff isn't here. I know there is a senior staff meeting going on. Kelly the Warden wanted to make sure that you in fact were here. With everything you have gone through it is very good to see you here. We have Mark Templeton, our Director of Human Resources at the jail, Stephen Smith, Lieutenant, Kenny Ulerick, Assistant Maintenance Supervisor and world renowned wrestling coach, Joanne Ridley from the Records Office, Elizabeth is here and Michael from Treatment. Again, I hope you go back and let your colleagues know that we sincerely appreciate what you do. We know that it is a difficult job.

(Mr. Haste read the following Proclamation.)

*Office of County Commissioner*  
**Dauphin County, Pennsylvania**

## Proclamation

*We, the Dauphin County Board of Commissioners, are delighted to have the opportunity to honor and recognize the invaluable role played by correctional employees in supporting public safety and upholding a safe, secure and humane environment in correctional facilities in Dauphin County and across the Commonwealth;*

***Whereas,** Pennsylvania's correctional system is the oldest in the nation, and, over time, has emerged as a model for other institutions, from the 1770s through modern times;*

***Whereas,** on any given day, Dauphin County houses close to 1,000 prisoners, along with 219 correctional staff, 48 treatment and 30 support staff who confront and manage many challenges in the state's 26 state correctional institutions, 63 other county prisons, 14 community corrections centers, and 14 federal institutions;*

***Whereas,** more than 30,000 highly skilled, dedicated corrections professionals, such as administrators, corrections officers, counselors, treatment specialists, educators, clergy, medical professionals, support workers and more, work around the clock to provide safe, secure and efficiently-run facilities;*

***Whereas,** although each of these professionals work in a different field, corrections staff truly serve on the front lines to ensure our correctional system is safe, secure and humane;*

***Therefore,** we join the 268,000 residents of Dauphin County in acknowledging the vital role of correctional employees who work tirelessly to promote public safety and security in our facilities, including working with dangerous and violent offenders; we applaud correctional employees for the demanding and often heroic job they do; and, in grateful tribute to their tremendous service and sacrifice, we do hereby join the Commonwealth in proudly declaring May 1-7, 2011 to be "Corrections Employee Week" in Dauphin County.*

(Applause was given.)

Mr. Hartwick: I know from working the shifts at the Prison when I first started as Commissioner that it is not an easy job. I hear there are always two sides to every story. I know that the folks that I've engaged with at the Prison have always handled themselves with professionalism and are concerned even in a difficult situation about the best interest or livelihood of the individuals. You've worked through some transition with drug courts, mental health courts, and the ability to transition folks to a forensic unit as a result of the Gaudenzia place. I know there have been changes and quite frankly trying to identify folks who are serious about turning their lives around is often a challenge that you are faced with every day. Everybody has a story to reduce the sentence or figure out a way to help themselves, but ultimately their ability and there have been several folks that have really successfully completed, which I think is probably even more difficult than sometimes a Prison stay in going through the mental health and drug and alcohol pieces. Thank you for your transition, your willingness to help. I still think we could add some additional programming, but I will tell you one thing that as long as I'm here and the Board is here that there is not going to be any new prison built. That idea is out the window. We are going to continue to try to reduce the size of our population and figure out ways to deal. I'm glad we did some upgrades. We can't flush the toilet all day, because we are mad and the taxpayers of Dauphin County are going to pay for the water. There have been a number of upgrades to the facility, but I know it is definitely not a great place to work as it relates to environment and the stress and tension. I know a lot of you are going through a lot personally. I know you take it home and the commitment that you have to the County is greatly appreciated. We do sincerely appreciate your work. Thanks!

Mr. Pries: I just want to add that you have been and are the best trained and professional staff at a county prison in the Commonwealth of Pennsylvania. When we talk to people from other counties, they talk about issues that they have within their own systems. We don't routinely have that at Dauphin County. That is due to the leadership that is out there and the staff that is out there 24/7, 365 days a year. You are dealing

with folks that aren't necessarily in a good mood and who don't want to be there. Your staff has to be on their toes at every moment, because at any time something could occur. Those folks are doing a tremendous job on behalf of all the citizens of the County and this Board of Commissioners. We will continue to support you and thank you for all that you do every day out there.

Mr. Haste: I think it is appropriate if you look around the room. This is really where our facility has gone over the last decade. The jail is no longer an island to its own. The partnership that you have developed with other County departments is significant. If you look around the room it is telling. We have Adult Probation, Juvenile Probation, Court Administrator, Mental Health, Drug and Alcohol, Public Defender's Office all here. All are truly partners of yours in what we have to do every single day. As I look in the room that is quite telling and that shows where you as a facility and you as a staff have grown over the last decade. Thank you very much!

(Pictures were taken and applause was given.)

## **HUMAN RESOURCES**

Ms. Lengle: Do you have any questions on the Salary Board items? (There was none.) Are there any questions on the items in the Personnel Listing? (There was none.)

## **PURCHASE ORDERS**

Mr. Baratucci: You should have all received your report yesterday. Again, there are a few budget issues to clear up, which we will. If you have any questions I can answer now or otherwise we'll clean it up and have it ready for next week's approval. Are there any questions? (There was none.)

## **TRAINING PACKET**

Mr. Haste: Laura, is there anything we need to deal with on the Training Packet today?

Ms. Evans: No, there is not.

## **ITEMS FOR DISCUSSION**

- A. Appointment of Dave Shannon to the Dauphin County General Authority. Term expires the first Monday in January 2012.
- B. Appointment of Mary Formica to the Council of Aging Board. Term expires December 31, 2013.
- C. Appointment of Rose M. Lavia to the Council of Aging Board. Term expires December 31, 2013.

- D. Approval of Budget Amendment Reports for the quarter ending March 31, 2011. (First quarter figures for those funds on the Calendar Year Amendments report and third quarter 2010/2011 figures for those in the Fiscal Budget Report)
- E. Equitable Sharing Agreement and Certification for participation in the U.S. Department of Justice Criminal Division's Equitable Sharing Program. (**\*\*\*A VOTE IS REQUESTED 05/04/2011\*\*\***)
- F. Local Economic Development Assistance (LEDA) Grant Contract between the Pennsylvania Department of Community & Economic Development and Dauphin County for a grant in the amount of \$31,716. (**\*\*\*A VOTE IS REQUESTED 05/04/2011\*\*\***)

Mr. Haste: We have a couple items on the Agenda. Items E and F are requesting a vote for today. Are there any questions on Items E and F?

Mr. Hartwick: I've already asked them and they have been answered.

**It was moved by Mr. Hartwick and seconded by Mr. Pries that the Board approve Items E and F listed above under Items for Discussion.**

**Question:** Mr. Haste – Aye; Mr. Pries – Aye and Mr. Hartwick – Aye; motion carried.

#### **SOLICITOR'S REPORT – WILLIAM TULLY, ESQ.**

Mr. Tully: I have no changes to the Report, but would be happy to answer any questions if you have them. (There was none.)

#### **CHIEF CLERK'S REPORT – LAURA E. EVANS, ESQ.**

Ms. Evans: There are a couple of items to highlight today. The County has received notification that the contractor, Jay Fulkroad, intends to close Bridge #34 for rehabilitation work on Monday, May 9<sup>th</sup>.

This past weekend the Parks & Recreation Department had a full weekend of events. There were 14 participants, including Commissioner Pries, who helped clear trash and debris along Swatara Creek. They had 1,200 participants for Wildwood's Wetlands Festival and 1,300 for Fort Hunter's Garden Faire.

Just a recap on the County's 1<sup>st</sup> One-Day Tire Recycling Collection, the Recycling Center collected 932 tires.

Lastly, this afternoon, the New Beginnings Summer Youth Enrichment Program will host a partnership meeting. They are hoping to expand the summer program to offer 100 youth in the City of Harrisburg, Steelton, Susquehanna and Middletown on-site job skills training and mentoring to help them secure employment. I believe Commissioner Hartwick will be addressing the businesses that are going to attend.

Mr. Haste: You said something that reminded me...I think it is of note there are I believe at least four regional churches that are going to be coming into Harrisburg this weekend. I believe they have been given four different weekends throughout the summer and it is a partnership with the local communities, some businesses and the churches called "Love Harrisburg". They are going to be coming in, I believe they have 400 volunteers that are going to be coming in and helping to clean up the streets and do other ministry as the demand is brought to their attention. It shows the commitment by folks outside the region and outside of the City coming in and wanting to do what they can do to help out things in the City.

### **COMMISSIONERS' COMMENTS**

Mr. Hartwick: I did have an opportunity this week to speak to the House Subcommittee on Children & Youth matters. One of the issues that was brought up and seemed to gain a significant amount of momentum is the idea and I talked with Mike Yohe about this of advanced quarterly payments. One of the things I know is counties are struggling. The mental health system has had advanced quarterly payments. There is precedent for it from DPW's perspective. The interest earnings from the State are only about \$3 million with interest rates being so low. The problem for counties are there is over 25% of our counties that are fronting money through tax revenue and anticipation notes that are spending in excess of a couple of hundreds of thousands of dollars to be able to repay loans that they had to take in order to carry that load, because quite frankly DPW has not advanced those payments. I think it is one that has been on top of CCAP's agenda for probably the last four years and one that I think we've made some significant headway on this week and will help counties with their budget situations throughout the Commonwealth.

Mr. Pries: I would like to again update everyone on where we are at with the police dispatch transition. We continue to meet every Friday morning with representatives from the City and the County out at EMA. It continues to be a cooperative effort and we are hoping for continued assistance as we move forward with our friends in the media, whether that is print media, the Patriot-News, our Roxbury News who is here today or our local affiliates. As we get the message out to the residents of the City and we expect this transition to take place towards the end of June. I believe Amy has stepped up communications with the Communications Director at the City. We are going to work on a joint message to get out there to the residents as we move forward.

### **PUBLIC PARTICIPATION**

Mr. Haste: We are again at the point in time for public participation. Is there anyone that would like to address the Board at this time? (There was none.)

**ADJOURNMENT**

**There being no further business, it was moved by Mr. Pries and seconded by Mr. Hartwick that the Board adjourn.**

Respectfully submitted,

Laura E. Evans, Esq.  
Chief Clerk

Transcribed by: Richie-Ann Martz