

MEDIA NEWS

301 North Jackson Street Media PA 19063
www.mediaborough.com



Fall 2006

E-MAIL QUESTIONS TO BOROUGH COUNCIL DURING THE MONTHLY MEETING

Would you like to ask Media Borough Council a question, but don't have the time to attend the monthly meeting to do so? Great news! Borough Council has the ability to receive e-mails during their meeting, which takes place on the third Thursday of each month at 8:00 p.m. Feel free to e-mail your questions/comments /concerns to questions@mediaborough.com and have them addressed during the meeting, which is televised live on Cable Channel 10, third Thursday of each month.

STREETSCAPE PROJECT RIBBON-CUTTING CEREMONY

There will be a Ribbon-Cutting Ceremony for the dedication of the Streetscape Project on **Saturday, October 14, 2006 from 2:00 – 6:00 p.m. at the Plum Street Mall**. Please join us in celebrating the completion of the Streetscape Project, which features improvements such as the installation of decorative lighting, new trees, digital meters and brick paver sidewalk.

This event will be held in conjunction with the monthly Media Arts Council (M.A.C.) Second Saturday event. On the Second Saturday of every month, over 20 businesses on and around State Street stay open late as part of a free arts event. From 5:00 to 9:00 p.m., shops, galleries and cafes host local musicians or display the work of local artists. Visitors can stroll the friendly streets of Media and use M.A.C.'s map (www.mediaartscouncil.org/maps.htm) to find music, art and participating shops. Pick up a map at participating businesses on Second Saturday; it also becomes available on their website a few days before Second Saturday (www.mediaartscouncil.org).

Come out and enjoy the festivities on **Saturday, October 14, 2006!**

RECREATION DEPARTMENT

News Flash! The Media Recreation Board announces some fun filled activities coming this fall. The first big event is the annual **Halloween Party**, which will be held on **Saturday, October 28, 2006** in the Community Center from **11:30 a.m.-1:30 p.m.** Start your Trick or Treating early this year. The Party is before the annual Halloween parade.

Two senior citizen events are scheduled. The first is the **Senior Appreciation Luncheon**, which will take place on **Saturday, November 4, 2006 at 12:00 p.m.** at the Towne House Restaurant. Join your fellow residents for lunch and entertainment. Free tickets will be available after October 1, 2006 at Borough Hall. The second event is a **bus trip on Thursday, November 30, 2006 to the American Music Theatre**. Tickets include transportation, lunch at the Hershey Farm, Christmas Show tickets, and a backstage tour. The bus departs from the Olive Street garage at 11:00 a.m.

Last on the agenda is the popular health and fitness events. The Recreation Board is holding the fall session of **Tai Chi classes**. Look for new classes forming in the spring. There is also the **Senior Aerobics**, which are held **every Wednesday from 1:00 to 1:45 p.m.** at the Media Community Center.

Aside from events, the Media Recreation Board is looking for volunteers in several areas. There are currently two openings on the Recreation Board. Qualified candidates should send a letter of interest and resume to Jeffrey A. Smith, Borough Manager, Borough of Media, 301 N. Jackson Street, 2nd floor, Media, PA 19063.

The Recreation Board is also looking for volunteers to help come up with some new ideas and plans for the Community Playroom on the third floor of Borough Hall. For information about this committee please contact the Recreation Office.

Volunteers are also needed to help with planning next year's **Media 5 Mile Race**. The Recreation Board wants to start planning the race now in order to make this the best race ever. Please contact the Recreation Office if interested.

More information on upcoming events and volunteer opportunities can be found by calling the Recreation Office at 610-566-5210 x255 or checking out our website at www.mediaborough.com.

BOROUGH CONTACT INFORMATION**Media Borough Office**

Borough Manager: Jeffrey A. Smith
610-566-5210, Ext 242
610-566-0335 (fax)
jasmith@dca.net

Media Code Enforcement - Fire Marshal

Code Enforcement Director: Jim Jeffery
610-566-5210, Ext. 246
610-566-0335 (fax)
jim_jeffery@mediaborough.com

Media Public Works Department

Public Works Director: Ralph DeRosa
610-566-5210
610-566-0335 (fax)

Media Police Department

Police Chief: Martin Wusinich
610-565-6655
mwusinich@mediapd.org

Media Health Department

Health Officer: William Taylor
610-566-5210
610-566-0335 (fax)

Media Recreation Department

Office Manager: Paula Tenaro
610-566-5210, Ext. 255
610-566-0335 (fax)
paula_tenaro@mediaborough.com

Media Community Center - Use and Reservations

Facilities Usage Coordinator: Marissa Lego
610-566-4305
610-566-0335 (fax)
facilities@mediaborough.com

Media Business Authority (MBA)

Executive Director: Zubair Khan
610-566-5039
610-566-0335 (fax)
zubair_khan@mediaborough.com

Address:

Media Municipal Center
Third and Jackson Streets 2nd Floor
Media, PA 19063
610-566-5210
610-566-0335 (fax)

**For up-to-date Borough information
tune in to cable television Channel 10,
or check us out on the Web:
www.mediaborough.com**

**PUBLIC WORKS****RECYCLING IN MEDIA BOROUGH**

Have you noticed that all of your recyclable materials are going into one truck? Yes, everything goes into the same truck – all paper, plastic, cans and glass. This is called “Single Stream” recycling. McCusker & Ogborne, the Borough’s new recycling hauler, uses “Single Stream” recycling, whereby all materials are put in the same truck and then sorted at the recycling station.

McCusker & Ogborne collects recyclables and takes them to Blue Mountain Recycling in Philadelphia where they are sorted by state of the art recycling machines and sold to various industries to be made into new products. Blue Mountain is the only full service recycling facility on the East coast, processing 10,000 tons per month. To see photographs of the machines that separate recyclables, please go to the Blue Mountain website, www.bluemountainrecycling.com. There is also a description of the process with a list of the different machines and what they do.

This company sells recycled materials to a variety of companies that use them to make new products. Two of the most familiar names are Anheuser Busch for aluminum cans and Kimberly Clark for recycled office paper. Another interesting fact is what happens to glass after it is recycled. It is one of the most challenging recycled materials. At Blue Mountain glass is broken into small pieces of aggregate products and sold as cullet (small pieces of glass) for filtering systems, erosion control, custom asphalt blends, and reduced weight concrete mixes. Glass is a lighter weight alternative that outperforms traditional aggregate materials. Overall, there is an increasing demand for recycled material, especially from China.

To keep the recycling process strong it is important to continue purchasing products that are made from recycled materials. The Borough office uses recycled office paper.

From 1999 through 2004, the last year a 904 Recycling Grant was submitted the Borough collected an average of 1,650.2 tons of recyclable materials.

The Borough of Media’s Environmental Advisory Commission (EAC), whose mission is to improve the overall environment of the Borough is working on several important issues. They recently published the Stormwater, Trees and Our Drinking Water brochure, which was mailed this spring. Presently, they are working to increase recycling collection especially among our businesses.

LEAF SCHEDULE**RESIDENTS WITH MONDAY-THURSDAY TRASH COLLECTION**

October 10 to October 13
October 23 to October 27
November 6 to November 10
November 20 to November 22

RESIDENTS WITH TUESDAY-FRIDAY TRASH COLLECTION

October 16 to October 20
October 30 to November 3
November 13 to November 17
November 27 to December 1

December 4 through December 8 will be the final cleanup of leaves throughout the entire borough.

Bagged leaves in earth bags and plastic bags will be picked up curbside every regular scheduled trash day during leaf season.

CODE ENFORCEMENT - PLANNING AND ZONING PROCESS

Since the Borough of Media has experienced an increase in land development over the last year, we thought you might find the Land Development and Zoning Process of interest.

This process is developed in compliance with the Pennsylvania Municipalities Planning Code.

As the first step in the review and decision process, applications for Land Development must be submitted to the Code Enforcement Director at the Media Municipal Center on the Monday two weeks prior to the regularly scheduled monthly Planning Commission meeting.

The Planning Commission is an advisory board comprised of nine (9) volunteer residents appointed by the Media Borough Council. Its purpose is to make recommendations on land development matters to the Media Borough Council.

At the planning meeting, the Planning Commission members review the application for compliance with Borough ordinances and compatibility with the Borough's Comprehensive Plan. This review concludes with an advisory recommendation to Borough Council.

The applicant or a representative must be in attendance at this meeting in order to discuss the application in detail. At this stage, the applicant frequently agrees to revisions and modifications that provide for a development more compatible with the Borough's land development goals and objectives.

The application then proceeds to Borough Council who reviews the application and the Planning Commission's recommendation at their monthly meeting. At this time, a decision is made to either approve or deny the application.

If the applicant requires a zoning variance or special exception as part of their land development application, the first formal action step for the application is a hearing before the Media Borough Zoning Hearing Board. Enroute to the Zoning Hearing Board, the application is reviewed first by the Planning Commission. The Planning Commission, as it would with a straightforward land development application, makes an advisory recommendation to the Borough Council.

At a regularly scheduled monthly Borough Council meeting, the Borough Council reviews the matter and chooses a course of action. This course of action may be an opposition to the application in which case the Municipal Solicitor appears before the Zoning Hearing Board to present Council's opposition, a neutral position, or support for the application.

The Zoning Hearing Board meets on an as needed basis on the fourth Thursday of each Month (Thanksgiving and Christmas meetings deferred to another published date). Letters are mailed to property owners who have property within 200 feet of the

applicant address and those affected by the application notifying these owners of the special exception or variance(s) requested and the date and time of the Zoning Hearing Board meeting.

In addition, public notice is published in the Daily Times and a public notice is posted upon the applicant property.

The applicant is required to attend this Zoning Hearing Board meeting and present a case to justify their request for zoning board action. The standards of proof that an applicant must meet are published in the Media Borough Zoning Ordinance. In most cases, due to the technical, quasi-judicial nature of a zoning hearing board proceeding, an attorney represents an applicant. After hearing all testimony from the applicant and any affected parties, the Zoning Hearing Board renders a decision supported by findings of fact and conclusions of law. If the applicant does not agree with the final decision, the applicant has the right of appeal through the Pennsylvania courts. In addition, any affected party who has been recognized by the Zoning Hearing Board as a party of record may also appeal the decision through the Courts. Planning Commission and Zoning Hearing Board agendas are posted on Cable Channel 10 and the Borough webpage at www.mediaborough.com prior to the meeting. Planning Commission meeting minutes are also posted on the webpage.

PARKING DEBIT CARD CUSTOMER INFORMATION

Beginning in November, parking meters operated by the Borough of Media will be updated to accept Parking Debit Cards. They will continue to operate using coins, but the new Debit Cards will offer a convenient way for drivers to utilize meters without having to carry change at all times. Please feel free to contact the Media Borough office at 566-5210 for additional information.

INTERESTED IN VOLUNTEERING TO SERVE ON A BOARD/COMMISSION?

From time to time, the Borough of Media has openings on various boards/commissions. Interested candidates should send a letter of interest to Jeffrey A. Smith, Borough Manager, Borough of Media, 301 N. Jackson Street, 2nd floor, Media, PA 19063. Vacancies are posted on Cable Channel 10 and the webpage at www.mediaborough.com.



STORMWATER MANAGEMENT

The Borough is continuing to keep up-to-date on National Pollutant Discharge Elimination System (NPDES), a comprehensive stormwater management program, which has been mandated by the federal Environmental Protection Agency and administered by the state Department of Environment Protection.

Part of the requirement of the NPDES program is to locate, map, and monitor stormwater outfalls to prevent and eliminate any pollutant that may be mixing in with stormwater and ending up in the watershed. The Borough has begun to screen these outfalls

for any "dry weather flows" which could indicate an illicit discharge. This involves monitoring the Borough's outfalls for any flow that is occurring 72 hours after a rainstorm (when the outfall should be dry) and testing it for Ph level, presence of chlorine, copper, and detergents, along with visual observations such as color, odor and clarity.

Please see Cable Channel 10 and the webpage at www.mediaborough.com for more information on stormwater management and NPDES.

POLICE DEPARTMENT

WHAT IS IDENTITY THEFT?

Identity theft is a crime. Identity theft involves acquiring key pieces of someone's identifying information, such as name, address, date of birth, social security number, and mother's maiden name, in order to impersonate them. This information enables the identity thief to commit numerous forms of fraud which include, but not limited to, taking over the victim's financial accounts, opening new bank accounts, purchasing automobiles, applying for loans, credit cards, and social security benefits, renting apartments, and establishing services with utility, cable and phone companies. In one notorious case of identity theft, the criminal, a convicted felon, incurred more than \$100,000 of credit card debt, obtained a federal home loan, and bought homes, motorcycles and handguns. The felon then filed for bankruptcy, all in the victim's name. It took the victim and his wife over four years and more than \$15,000 of their own money to restore their credit and reputation. In 1998 this case and others like it, prompted Congress to create and pass a new law making Identity Theft a federal offense.

PREVENTIVE ACTIONS!

Start by adopting a "need to know" approach. Never give personal information over the telephone, unsolicited internet e-mail or normal mail.

Shred your mail. All bills, credit applications and other financial information. Anything containing the name, address or I.D. information of you or your family members. Empty your wallet of extra credit cards and I.D.'s. Take with you only the cards you are going to need.

Never leave receipts at bank machines, counters, trash receptacles, or unattended gasoline pumps.

Promptly remove mail from you mailbox. If you are traveling, have your mail held at your local post office, or ask someone you trust to hold your mail for you.

Memorize your social security number and all of your passwords. Never loan your credit cards to anyone.

Sign all new credit cards upon receipt.

Save all credit card receipts and match them against your statements.

Report all lost or stolen credit cards immediately.

Beware of mail, telephone or internet solicitations disguised as promotions offering instant prizes or awards.

Order your credit report from the three credit bureaus once a year.

"DO NOT USE" your birth date, the last 4 digits of your SSN or similar numbers as a password, pin number or code.

FEDERAL TAX CREDITS FOR RESIDENTIAL ENERGY EFFICIENT

During 2006, individuals can make energy-conscious purchases that will provide tax benefits when filling out their tax returns next year. The new law provides tax credits for making your principal residence, which must be in the United States, more energy efficient and for buying certain energy efficient items.

A recent tax law change provides a tax credit to improve the energy efficiency of existing homes. The law provides a 10 percent credit for buying qualified energy efficiency improvements. To qualify, a component must meet or exceed the criteria established by the 2000 International Energy Conservation Code (including supplements) and must be installed in the taxpayer's main home in the United States.

The following items are eligible:

Insulation systems that reduce heat loss/gain

Exterior windows (including skylights)

Exterior doors Metal roofs (meeting applicable Energy Star requirements).

In addition, the law provides a credit for costs relating to residential energy property expenses. To qualify as residential energy property, the property must meet certification requirements prescribed by the Secretary of the Treasury and must be installed in the taxpayer's main home in the United States.

The following items are eligible:

\$50 for each advanced main air circulating fan

\$150 for each qualified natural gas, propane, or oil furnace or hot water boiler

\$300 for each item of qualified energy efficient property.

The maximum credit for all taxable years is \$500 – no more than \$200 of the credit can be attributable to expenses for windows.

Additionally, the new law makes a credit available to those who add qualified solar panels, solar water heating equipment, or a fuel cell power plant to their homes in the United States. In general, a qualified fuel cell power plant converts a fuel into electricity using electrochemical means, has an electricity –only generation efficiency of more than 30 percent and generates at least 0.5 kilowatts of electricity. Taxpayers are allowed one credit equal to 30 percent of the qualified investment in a solar panel up to a maximum credit of \$2,000, and another equivalent credit for investing in a solar water heating system. No part of either system can be used to heat a pool or hot tub.

Additionally, taxpayers are also allowed a 30 percent tax credit for the purchase of qualified fuel cell power plants. The credit may not exceed \$500 for each .5 kilowatt of capacity.

2006 CALENDAR OF EVENTS

4th Annual Jazz By Night Festival

Sat., Oct. 21, 8pm-1am, throughout the Business District

42nd Media Halloween Parade*

Sat., Oct. 28, 2pm, State Street (rain date: Sun. Oct. 29)

47th Veterans' Day Parade

Sat., Nov. 11, 12 noon, State Street

Santa's Arrival & Festival of Lights

Fri., Nov. 24, 6pm, State & Jackson Streets

Holiday House and Building Tour 2006

Sat. Dec. 6, 10am-4pm

New Year's Eve Community Celebration

Sun. Dec. 31, midnight, State & Jackson Streets

* Call Town Talk, 610-583-4432,
for information on these events.

The calendar of events is provided by the Media Business Authority, 301 N. Jackson Street, Media, PA 19063, 610-566-5039 www.mediabusinessauthority.com

SENIOR APPRECIATION EVERY WEDNESDAY AT THE MEDIA THEATRE

The Media Theatre welcomes senior residents of the Borough of Media to enjoy any Wednesday matinee for only \$15.00 per ticket. For more information, please contact the Media Theatre at 610-891-0100 or access their website at www.mediatheatre.org.

HOLIDAY HOUSE AND BUILDING TOUR 2006

The Media Historical Society is sponsoring a Holiday House and Building Tour, which is scheduled for Saturday, December 9, 2006 from 10:00 a.m. – 4:00 p.m. Details to follow.

CREATION OF A CAPITAL IMPROVEMENTS PLAN

In the past, the Borough has allocated funds for capital projects out of the General Fund Budget. While it has been generally successful in funding large capital projects through the operating budget, a more effective and efficient way of planning for the Borough's future involves the creation of a Capital Improvement Plan (CIP) and Capital Fund.

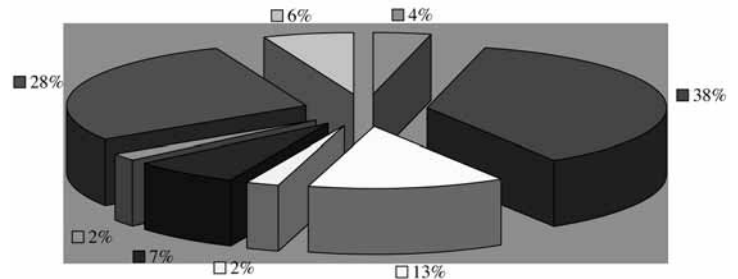
The CIP will serve as an adaptable planning document for the Borough. The creation of a multi-year budgeting program and a capital projects fund will enable elected officials, staff, Boards & Commissions and residents to identify current infrastructure, equipment, and other major assets held by the Borough and assess the need for maintenance and/or replacement of those items in the future. Once those needs are identified, they can be put on a time line based on future necessity and financial feasibility. Adequate financing will be able to take place prior to its immediate need by looking to the established time line.

The CIP is a tool to chart both capital revenue (including bonds, grants, interest payments, and transfers from the General Fund) and expenditures. By separating these revenue and expenditures from the General Budget, many benefits can be achieved. First and foremost, a tool is created that plans for and coordinates the implementation of major purchases within the Borough. By identifying all anticipated infrastructure and facility projects and equipment purchases on a five-year time line, the Borough will have created a valuable goal-setting tool and in most cases, avoid the unexpected necessity to replace worn out infrastructure without a proper planning phase. The Borough will also be able to plan ahead and secure funding for projects and purchases in a timely manner, as well as be able to more effectively coordinate among multiple projects in any given year. These benefits will carry over and provide valuable growth and development information for Media residents and developers as well as enhance the Borough's bond ratings.

Please see the pie charts to the right highlighting the Borough's general fund revenue and expenditures.

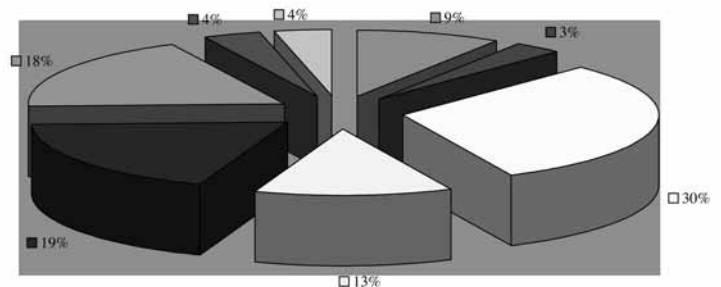
Please stay tuned to the Borough's website (www.mediaborough.com) for more information on capital projects. You will have an opportunity to submit your suggestions on future capital projects within the Borough.

BOROUGH OF MEDIA GENERAL FUND REVENUE



1. PROPERTY TAXES	392,000	4%
2. EARNED INCOME, BUS, PRIVILEGE, MERCANTILE, & EMS TAXES	3,654,000	38%
3. MISCELLANEOUS REVENUE	1,285,945	13%
4. BUSINESS & LICENSE PERMITS	232,600	2%
5. RENT	716,100	7%
6. FINES	184,500	2%
7. STATE CAPITAL, OPERATING GRANTS & ETC	2,744,300	28%
8. PARKING METERS, BUILDING PERMITS, & ETC.	607,250	6%

BOROUGH OF MEDIA GENERAL FUND EXPENSE



1. GENERAL GOVERNMENT, ADMINISTRATION, & FINANCE	897,360	9%
2. MUNICIPAL BUILDING	286,600	3%
3. PUBLIC SAFETY	2,984,500	30%
4. PUBLIC WORKS	1,223,360	13%
5. CAPITAL PROJECTS	1,823,000	19%
6. MISCELLANEOUS EXPENSES (DEBT SERVICES, CONTINGENCY, & ETC.)	1,769,535	18%
7. TOTAL INSURANCE	340,840	4%
8. TOTAL EMPLOYEE BENEFITS	356,500	4%

ELECTED OFFICIALS

Mayor:

Robert A. McMahon

Council President:

Frank W. Daly

Council Vice President:

Brian C. Hall

Council Members:

- *Ernest Derrickson, Jr.*
- *Monica G. Simpson*
- *Peter Alyanakian*
- *Bill Tyson*
- *Peter Williamson*

Treasurer/Tax Collector:

Robert Dimond



Back Row (l-r): Peter Alyanakian, Brian C. Hall, Monica G. Simpson, Robert A. McMahon and Bill Tyson
Front Row (l-r): Ernest Derrickson, Jr., Frank W. Daly (President), Peter Williamson

MEDIA BOROUGH MEETING SCHEDULE

- **Council Workshop** – 1st Thursday, 7:30 p.m.
- **Council Meeting** – 3rd Thursday, 8:00 p.m.
- **ICC Appeals Board** - 4th Wednesday, 3:30 p.m. (as needed)
- **Board of Health** – 1st Tuesday, quarterly, 7:00 p.m.
- **Historical Architectural Review Board** – 1st Monday (as needed)
- **Media Business Authority** – 2nd Tuesday, 6:30 p.m.
- **Planning Commission** – 1st Tuesday, 7:30 p.m.
- **Recreation Board** – 4th Tuesday, 7:30 p.m.
- **Shade Tree Commission** – 1st Monday, 7:00 p.m.
- **Zoning Hearing Board** – 4th Thursday, 7:00 p.m. (as needed)

All meetings are held at Media Borough
Municipal Center, 301 North Jackson Street.



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