
**West Reading Main Street
500 Chestnut Street
West Reading, PA 19611**

610-685-8854

Fax: **610-685-9061**

E-mail: info@westreadingmainstreet.org
www.westreadingmainstreet.org



**WEST READING MAIN STREET JOINT BOARDS
AUTHORITY & FOUNDATION**

**MINUTES
JANUARY 22, 2008**

Call to Order

Shane J. Keller, MSA Chairman, called the meeting to order at 6:02PM.

Foundation Board of Directors Members Present

Shane J. Keller (Mayor of West Reading), President; Deborah Hutcheson (Charles Hutcheson Fine Jewelry), Vice President; George I. Tindall (West Reading Borough Manager), Member; Lynda Kuhn (West Reading Resident), Member; and Kevin M. Conrad (West Reading Borough Council), Member. A Quorum was Present

Foundation Board of Directors Members Absent

Dr. Mark G. Dougherty (Penn Avenue Dental), Secretary and Michael Morrill (West Reading Borough Council), Treasurer. Two Vacant Seats.

Authority Board of Directors Present

Shane J. Keller (Mayor of West Reading), Chairman; John C. Woodward (Third and Spruce Café), Vice Chairman; Carol Wells (Sweet Surprises), Secretary; Caitlin Degler (Berkshire Bank), Treasurer; and Kevin M. Conrad (West Reading Borough Council), Member. A Quorum was Present.

Staff Present

Melanie B. Weidner (West Reading Main Street), Administrative Assistant; Dean L. Rohrbach, Elm Street Manager; and Dan Becker (Kozloff Stoudt), Solicitor.

Guests Present

Keith Smoker, Reading Eagle Company; Jerry Johnson & Rick McDougall, Penn Corridor Project; Nathalie Kulesa, West Reading Borough Council; Lori Weidenhammer, Chair, West Reading Elm Street Neighborhood Advisory Committee; David Weidenhammer, member, West Reading Elm Street Neighborhood Advisory Committee and Donald Haines.

Public Comments

Jerry Johnson gave the Joint MSA/MSF boards an update on the Penn Corridor project. On Saturday, March 29, 2008, they are planning a formal announcement to kickoff Penn Corridor. Their goal is to publicize the Penn Corridor as destination. SMG is handling the initial advertising and promotion including a bus taking event goes back and forth over the Penn Street Bridge.

Advertising standards are still in progress (magenta balloons). Mr. Johnson and Mr. McDougall are out raising private funds to create a permanent marketing program with a three year trial period. The program will need to find an operation location after the three year trial Mr. Johnson proposed the MSF consider combining resources and hire a Main Street executive director to handle both West Reading Main Street and Reading DID as well as who would ultimately oversee the Penn Corridor activities at the end of the 3 year trial. They would like to see someone with a strong special events and management background.

Main Street Authority (MSA) Board of Directors Reorganization

Motion to retain current officers with the exception of adding Caitlin Degler to fill A. Michael Prock's seat as Treasurer, made by Kevin M. Conrad and seconded by John C. Woodward. Motion Passed: 5-0

Foundation Board of Directors Reorganization

Motion to elect officers as follows: President: Shane J. Keller; Vice President: Deborah Hutcheson; Secretary; and Dr. Mark G. Dougherty; Treasurer: Michael Morrill made by Kevin M. Conrad and seconded George I. Tindall. Motion Passed: 5-0.

Approval of December 3, 2007 Authority Board of Directors Minutes

Motion to approve the December 3, 2007 MSA meeting minutes made by Carol Wells and seconded by John C. Woodward. Motion Passed: 5-0.

Approval of December 3, 2007 Foundation Board of Directors Minutes

Motion to approve the December 3, 2007 MSF meeting minutes made by Shane J. Keller and seconded by Kevin M. Conrad. Motion Passed: 5-0.

Approval of December 3, 2007 Joint Board of Directors Minutes

Motion to approve the December 3, 2007 Joint MSA and MSF meeting minutes made by George I. Tindall and seconded by Kevin M. Conrad. Motion Passed: 5-0.

Treasurer's Reports

Both the West Reading Main Street Authority and West Reading Main Street Foundation Board of Directors treasurer's reports were tabled until the Monday, February 4, 2008 meeting.

Business Association Steering Team (Authority)

Westy Awards will be hosted Tuesday, February 19, 2008 at 6PM to 8PM at Berkshire Bank, festivities will include Mark Shearer as MC and wine tasting, invitations with RSVP will be mailed, nomination forms are due Friday, January 25, 2008. The Resident Discount Card now has it's own page on the website and was highlighted in the January 2008 edition of "Elm Street Happenings"

Elm Street and Neighborhood Advisory Committee Activities (Authority)

Mr. Rohrbach, Elm Street Manager (ESM), reported a total \$14,915 in grant funds received in December 2007. The ESM presented and asked permission to execute a contract for Keystone Displays to manufacture and install ten gateway banners. The \$4,000 in grant money has already been received. Mr. Becker stated that anything between \$4,000 and \$10,000 must have three telephonic bids. Tabled until February 4th. The ESM reported \$4,802 in combined funds has been received for a Neighborhood Tool Shed. Since the bids were for about 100 separate tools no one vendor will be receiving over 4K. Permission was given to proceed with purchases. Another \$4,330 has been received for pole mounted trash receptacles and 1 "sunset back" park bench. Mr. Tindall has no issues with the trash receptacles unless they create more work for the crew, Mr. Rohrbach stated that it would be the NAC's duty to empty the trash cans, \$4,330 combined funds no one vendor will be receiving over \$4K. Another grant for \$9,214 in Maintenance Equipment has been approved by the state but they required a contract with the MSA. Mr. Rohrbach reported he already has four written bids. Gator must be street legal, registered for the road and insured under the Main Street Authority.

Motion to allow Mr. Rohrbach to send out letters to Elm Street's 2007 donors using MSF's IRS 501(c) 3 number so funders can claim a charitable contribution and use it as a receipt for IRS tax purposes made by George I. Tindall and seconded by Lynda Kuhn. Motion passed 5-0.

Motion to allow Mr. Rohrbach send out small gift “ask” letters to regional businesses made by Shane J. Keller, Seconded by Lynda Kuhn. Motion Passed 5-0.

Motion to allow Mr. Rohrbach to apply for various grants and prepare funding requests as long as he maintains communication with Mr. Tindall, made by Lynda Kuhn seconded by Kevin M. Conrad. Motion passed 5-0.

Motion to pass Resolution 08-01 to apply for Summer 2008 Internship program made by Kevin M. Conrad and seconded by Carol Wells. Motion passed 5-0.

Mr. Rohrbach announced he has submitted requests to the PA Department of Community & Economic Development (DCED) for \$5,000 (final request for Program Year-2) and \$45,000 (first request Program Year-3) operational funding. Mr. Rohrbach reported on upcoming PDC training dates are as follows: March 30th (Regional Leadership) and April 2nd, (Vision Action Strategy) both in Ardmore. MSA members are encouraged to attend.

Design and Rehabilitation Team Report (Foundation)

Mr. Tindall reported: SEP Phase IV ready and SEP Phase V needs one letter from engineer. Mr. Keller reported that he still needed to contact the state regarding the façade improvement grant program funds.

Promotion and Marketing Team Report (Foundation)

Mr. Keller met with the Farmers’ Market manager and believes all farmers will return this upcoming season in addition the market manager is also actively recruiting new vendors. An A-frame sign from last year was stolen and needs to be replaced. The ESM is writing a grant to the PA Department of Agriculture for the Farmers’ Market. He will look into whether Farmers’ Market matching grant funds can include in-kind contribution considering borough crew and police time invested. Holiday Glow Frank FM advertising did not say West Reading, but Reading instead, next year the committee would like to start on the 12 days of Christmas theme earlier in order to have a more successful event. Thursdays on Penn Events committee decided to use magenta balloons as a way to advertise the event, event will be held on the first Thursday of each month starting at 5PM and continuing through the evening, bars and restaurants will be encouraged to stay open as late a possible, individual stores and businesses will be encouraged to stay open until at least 8PM. Cherry Blossom Festival will be held Saturday, April 12, 2008 - Sunday, April 6, 2008, West Reading will host a Ginza Shopping Arcade during those dates.

Joint Boards Work Session

Mr. Keller reported he is still working to coordinate a date with Jeff Brace

Old Business

Ms. Weidner reported that the two issues discovered in the Reinsel Control audit have been resolved, the QuickBooks user now has its own password which will be changed monthly and the book keeper has agreed to update the records on the office computer on a monthly basis.

Executive Session

The MSA went into executive session at 7:15PM to discuss a personnel issue. The public meeting was resumed at 7:25PM.

Motion to increase Ms. Weidner’s salary made by Ms. Wells, seconded by Mr. Conrad. Motion passed 5-0.

Adjourn

Motion to adjourn was made at 7:30PM by George I. Tindall and seconded by Carol Wells. Motion Passed: 8-0.

**Next Meeting: Monday, February 4, 2008 at 6:00PM
Borough Hall, 500 Chestnut Street**