
**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
FEBRUARY 4, 2008**

Call to Order

Shane J. Keller, MSA Chairman and MSF President, called the meeting to order at 6:08PM.

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), Treasurer; Dr. Mark G. Dougherty (Penn Avenue Dental), Secretary; 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

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; and Kevin M. Conrad (West Reading Borough Council), Member. A quorum was present.

Authority Board of Directors Members Absent

Caitlin Degler (Berkshire Bank), Treasurer.

Staff Present

Dean L. Rohrbach, Elm Street Manager; and Dan Becker (Kozloff Stoudt), Solicitor.

Guests Present

Nathalie Kulesa, West Reading Borough Council, President.

Public Comments

There were no public comments.

Approval of January 22, 2008 Joint Board of Directors Minutes

Motion to approve the January 22, 2008 Joint MSA and MSF meeting minutes made by Deborah Hutcheson and seconded by Carol Wells. Motion Passed: 8-0.

Treasurer's Reports

With no financial reports available and the absence of both Treasurers, the West Reading Main Street Authority and West Reading Main Street Foundation Board of Directors treasurer's reports were tabled until the Monday, March 3, 2008 meeting.

Economic Development Team Report (Authority)

Dr. Mark G. Dougherty reported the team will be sending a letter to the Borough Traffic Committee taking the position that no changes should be made to the "no right on red" signs on Penn Avenue. Kevin M. Conrad reported the Traffic Committee will begin meeting again with the County Redevelopment Authority concerning parking matters. They would rather offer grants to property owners to create parking than use eminent domain. They are unsure of what the county will finally offer. Estimates range from \$1.3 million to \$300,000. George I. Tindall reported the Borough has received a petition from William Diller Jewelers requesting parking signs on Penn Avenue be two hours seven days a week from 9am to 9pm. John C. Woodward mentioned an alternative could be installing parking meters. The new Main Street manager will be asked to explore costs and potential revenue. Mr. Keller reported Reading Beer is looking into moving its bottling operations from Wilkes Barre to West Reading. They need 15,000 square feet. Sights at 2nd & Penn and at VF are under consideration. In addition to bottling, a brew pub and tour could be added as a special attraction.

Business Association Steering Team (Authority)

Carol Wells reported the 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, and nomination forms are due Friday, January 25, 2008. Also, Keith, the new owner of Salons, wants to host a Pig Roast to act as a mixer on Sunday, June 29th. The event would be held at a local picnic grove where people could play games and sports. Finally, Blue Mountain has taken on oil deliveries at \$2.65/gallon. They only deliver and do not service. Carol said she'd contact them to see if they and recommend someone who they use for service.

Elm Street and Neighborhood Advisory Committee Activities (Authority)

Mr. Rohrbach, Elm Street Manager (ESM), reported a total \$12,742 for six grants were written and submitted in January. The ESM conducted a presentation for the Economic Development Team on the Elm Street Home Ownership Program (ESHOP). It was recommended the ESM develop a closer relationship with Reading Hospital's Human Resources Department to explore additional funding for ESHOP as well as other types of employer assisted housing.

Motion to allow the ESM to execute a contract with Keystone Displays to manufacture and install ten gateway banners for \$3,920 after defining what the contract means by "blocked" and adding holding back between 25 to 50% until completion of the project was made by John C. Woodward and seconded by Kevin M. Conrad. Motion Passed 5-0.

Design and Rehabilitation Team Report (Foundation)

Mr. Tindall reported no change from two weeks ago. SEP Phase IV ready and SEP Phase V needs one letter from engineer. Mr. Keller reported no change from two weeks ago. We still need to contact the state regarding the façade improvement grant program funds.

Promotion and Marketing Team Report (Foundation)

Mr. Rohrbach (ESM) has written a \$9,500 grant to the PA Department of Agriculture to market and promote West Reading's Farmers' Market. There are three elements: 1.) Design and use of a large outdoor billboard for two months; 2.) Purchase of assorted merchandise, such as totes and caps with Farmers' Market logo, to be sold at one third cost; and 3.) An "A" frame sidewalk sign to replace the one stolen last year. Deborah Hutcheson reported Penn Corridor will have a website up and running by Friday, February 8th. Also, the banner for the Cherry Blossom Festival is in good shape. Last year's dates will be removed and it will be put up in mid-March.

Joint Boards Work Session

Mr. Keller reported he is still working to coordinate a date with Jeff Brace from the PA Downtown Center (PDC).

Old and New Business

Mr. Rohrbach was asked to contact PDC concerning Main Street's Quarterly Report and to obtain a copy of PDC's Main Street Manager's Annual Salary and Benefits Survey. / Filling the two empty MSF board seats was discussed. It's felt it would be good to get someone from off Penn Avenue for at least one of the open seats from either VF or the hospital.

Motion to recommend Rebecca Simmons to the Borough Council for a seat on the MSF board was made by Kevin M. Conrad and seconded by George I. Tindall. Motion Passed 6-0.

Mr. Keller discussed a number of problems associated with the Taste of West Reading contract. To date, the consultant has only received about \$1,000 since there are still some invoices outstanding despite her best efforts to collect. It was decided the outstanding accounts will be given two weeks to pay their invoices so we can close the books on the event. All agreed the event this year was a success and better than last year's event. In 2007, the event grossed about

\$20,000 and netted between \$10,000 and 15,000. Melanie Weidner, Administrative Assistant, will be asked to find out what last years consultant, Inside Out, was paid. The board was asked to consider awarding a bonus to the consultant. / Mr. Keller announced representatives who put on the City of Reading's New Years Eve event will be invited to the March MSF/MSA meeting to discuss their idea for expanding the event into West Reading and including multiple wedding ceremonies. The VF Design Center could be used for receptions. / The Search Committee reported they have picked 14 applicants to be interviewed to date. February 15th is the cut off for receiving resumes. The committee plans to bring the top three or four applicants to the April 7th MSF/MSA meeting for final interview and ultimate selection. It is envisioned the finalist will then be offered the position on the spot.

Motion to adopt Resolution No. 08-02 establishing policies to facilitate requests for public records and create a fee schedule was made by Kevin M. Conrad and seconded by John Woodward. Motion passed 8-0.

Adjourn

Motion to adjourn was made at 7:39PM by Lynda Kuhn and seconded by Carol Wells. Motion Passed: 8-0.

**Next Meeting: Monday, March 3, 2008 at 6:00PM
West Reading Borough Hall - 500 Chestnut Street**