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

**610-685-8854**

Fax: **610-685-9061**

E-mail: [info@westreadingmainstreet.org](mailto:info@westreadingmainstreet.org)  
[www.westreadingmainstreet.org](http://www.westreadingmainstreet.org)



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

**MINUTES  
JUNE 2, 2008**

**Call to Order**

Shane J. Keller, MSA Chairman and MSF President, called the meeting to order at 6:05PM.

**Foundation Board of Director Members Present**

Shane J. Keller (Mayor of West Reading), President; Dr. Mark G. Dougherty (Penn Avenue Dental), Secretary – *arrived 6:40PM*; Lynda Kuhn (West Reading Resident), Member; Kevin M. Conrad (West Reading Borough Council), Member; George I. Tindall (West Reading Borough Manager), Member. A quorum was present.

**Foundation Board of Directors Members Absent**

Deborah Hutcheson (Charles Hutcheson Fine Jewelry), Vice President); Michael Morrill (West Reading Borough Council), Treasurer; Marge Bligh (The Reading Hospital & Medical Center), Member; Rebecca Simmons (Firefly on Penn), Member

**Authority Board of Directors Present**

Shane J. Keller (Mayor of West Reading), Chairman; Caitlin Degler (Berkshire Bank), Treasurer; Carol Wells (Sweet Surprises), Secretary; Kevin Conrad (West Reading Borough), Member. A quorum was present.

**Authority Board of Directors Absent**

John C. Woodward (Third and Spruce Café), Vice Chairman.

**Staff Present**

Nevin Hollinger, Main Street Executive Director; Melanie B. Weidner, Main Street Administrative Assistant; Dean L. Rohrbach, Elm Street Manager; Dan Becker, (Kozloff Stoudt), Solicitor

**Guests**

Sorita Averill (A Running Start); Denise Wayne-Cerbone (Young Chefs Academy); David Weidenhammer (Neighborhood Advisory Committee, Member); Lori Weidenhammer (Neighborhood Advisory Committee, Chair)

**Public Comment**

Denise Wayne-Cerbane raised a question regarding the painting of no parking stripes in the 700 block of Penn Avenue. The work has not been completed. People are not aware there is a no parking area and are receiving tickets. Ms. Wayne-Cerbane was told that the painting has a very high priority and will be completed within the next two weeks. After further discussion, it was suggested that until the line painting is completed, temporary "No Parking" signs will be placed at the site.

**Approval of May 2008 Minutes**

Due to a lack of a Foundation quorum, the minutes could not be acted upon.

**Treasurer's Report (Authority)**

Caitlin Degler, Authority Treasurer, noted that the income through May for the Authority was just under \$35,100. The net income for May was \$7,000, but due to outstanding debt amounting to slightly over \$13,000, the Authority was still facing a deficit position. The outstanding payables from prior incurred debt included a credit card balance, attorney's fees and accountant services.

The Neighborhood Improvement Fund income through the year amounted to \$60,142. The net income for May was slightly under \$46,000.

Mr. Conrad suggested that Ms. Degler, Mr. Hollinger and Ms. Weidner begin to develop a budget for the 2009 operating year beginning January 1, 2009. Mr. Conrad would like to have the Main Street and Elm Street budget proposals in hand for his review, prior to presentation before Borough Council. The review process for Borough revenue requests will begin in September.

Ms. Degler reported that the account signer authorizations require updating.

There was a brief discussion pertaining to who are the current authorized signers for the Authority.

**Motion:** Nevin Hollinger, Dean L. Rohrbach and George Tindall are authorized signers on all Authority accounts maintained at Berkshire Bank. Motion made by Ms. Degler and seconded by Ms. Wells. Motion passed 3-0.

Other Authority Members approved to sign Authority account checks are: Caitlin Degler, Shane Keller, Carol Wells and John Woodward.

Ms. Degler reported that she and Mr. Rohrbach opened a Money Market savings account for Elm Street in order to begin accruing interest for the current balance.

Ms. Degler further reported that she has received verbal approval from Berkshire Bank to donate a 20'X40' tent for the Business Association and have it available for future activities.

**Motion:** Accept the Treasures report for the Authority. Motion made by Mr. Conrad, seconded by Carol Wells. Motion passed 3-0.

Dr. Dougherty entered the meeting - a Foundation quorum was present.

### **Elm Street Program and NAC Activities (Authority)**

Mr. Rohrbach reported on the following:

- ◆ The neighborhood Ten Points signs will be erected within the week.
- ◆ Construction on the tool lending shed will also begin within the week.
- ◆ The garden area is complete and ready for planting. A recognition program was held during the past week and Quick Loan Mortgage Company provided small gardening kits and knee pads to persons maintaining plots. Planting will begin in a few days.
- ◆ Michael Miller, an art teacher in the Wyomissing Area School District, will be painting a mural to be located on the wall of the building facing the garden plot. He will be providing the work as a contribution.
- ◆ Dean was provided the names of two contact persons who may be able to provide mulch for the walkways between the plots in the garden.
- ◆ Department of Community and Economic Development approval of the \$73,000 contract addendum for facade improvements is anticipated within the next few weeks.
- ◆ \$250 had been received from First Energy to support landscaping and beautification.
- ◆ \$625 PA Downtown Center beautification and cleanup efforts.
- ◆ \$100 Great Valley Consultants - unrestricted operating

- ♦ \$1500 Keep America Beautiful – Apply towards a “cigarette butt” program – “clean up your butts”.

### **Executive Directors Report**

Mr. Hollinger provided the following highlights to the report which he distributed and attached to the meeting minutes.

- ♦ The Farmers Market support funds received from the PA Department of Agriculture will be directed towards marking and promoting the sale of local produce. Another component of the grant use will be promoting special events with Main Street businesses. A preliminary approach has been made to West Reading restaurants. They would be featured weekly at a specific site on the Avenue in order to provide recipe specialties made with local produce. Samples would be provided to the market shoppers.
- ♦ The Department of Community and Economic Development has not made a determination on the effective date of the Façade Improvement grant. Discussion has continued and staff remains hopeful that the date will be adjusted allowing reimbursement to business requests made from 2004, 2005 and 2006.
- ♦ It is anticipated that 4 or 5 Board Members will be attending the Leadership meeting to be held during the upcoming PA Downtown Center Annual Conference scheduled in Gettysburg. West Reading Main Street will be well represented.
- ♦ Review of the “Achiever” designation for West Reading Main Street. Based on discussion with Geoff Brace, a staff member with PA Downtown Center, the review will take place during the summer.
- ♦ Sean Cozart from Penn State – Berks Campus will serve as an intern over the summer months. He will be conducting an updated survey on the business property along Penn Avenue and then enter that update material in the Main Street data base.
- ♦ On First Thursday June 5, West Reading Main Street will place an information stand on Penn Street which will make material and information available to persons watching the bike race.
- ♦ Reminder of the Business Association 1<sup>st</sup> Annual Pig Roast to be held June 29, 2008 4PM - 8PM. Tickets are available.

### **Economic Development Team Report (Authority)**

Mr. Tindall reported that a modification will be made to the Borough Zoning Revisions to take into consideration off premise LED signage (billboards). This item is currently not addressed. The revisions are in the final stages prior to their presentation to Borough Council. Main Street has received a copy of the material. From Main Street review it will go back to the Planning Commission, then to Borough Council.

A question was raised regarding the clustering of distribution boxes along Penn Avenue. Specifically noted were Real Estate Weekly's. It was suggested this be reviewed and limited. It was also suggested that mail "pick-up" box placement by commercial carriers be reviewed with more restrictive guidelines established.

### **Business Association Steering Committee (Authority)**

Ms. Wells reported that the Association has selected Leffler Energy as the provider for the oil program in 2008/2009. They will (1) provide oil; (2) inspect oil burners before initial delivery; (3) service burners when necessary, as requested. They will include home owners residing in the Elm Street area within the service plan as well as the residences of Main Street business owners even if they should not reside in buildings located on the Avenue.

### **Design & Rehabilitation Team Report (Foundation)**

Mr. Tindall provided a report on the pre-bid meeting for Phases 4 & 5 held at Borough Hall on May 29, 2008. The final bid openings will take place on June 11, 2008.

### **Promotion and Marketing Team Report (Foundation)**

Mr. Hollinger provided an update on planning for the 14<sup>th</sup> Annual Art on the Avenue scheduled for June 21, 2008. He reported that:

- ♦ Applications were still being received from Exhibitors.
- ♦ Advance media coverage will include, The Merchandiser, Westside Weekly, Reading Eagle Weekender, FRANK – 107.5 FM, and a 30 minute show on BCTV scheduled for June 20.
- ♦ The block layout designating the location of exhibitors, entertainment, vendors and businesses is in process.
- ♦ The planning for street closure, exhibitors "set up and knock down" are currently underway.

### **Approval of May Joint Board Meeting Minutes**

Mr. Keller noted that a quorum was present and a motion to approve the May 8, 2008 meeting minutes would be recognized.

**Motion:** Approve the May 5, 2008 meeting of the Joint Board of Directors. Motion made by Lynda Kuhn and seconded by George Tindall. (Motion passed 7-0)

## **Old & New Business**

Ms. Wells raised a question on the status of the study regarding the placement of parking meters on Penn Avenue. Mr. Conrad reported that location placement was currently under review – possibly it would not be necessary to recommend meter placement within all the blocks of Penn Avenue. A report will be ready for the next meeting of the Jt Board.

It was noted that a Fall Business Mixer was being planned to be held at Wine Down. More details will follow.

A casino trip to Atlantic City is also being considered.

Mr. Keller shared a request that he had received from a person who owns several properties on Penn Avenue and North 4<sup>th</sup> Avenue. The recommendation brought before the Borough Traffic Committee, proposed that South 4<sup>th</sup> Avenue from Penn Avenue to Cherry Street be designated as 2 hour parking. The Traffic Committee recommended since such a change would impact the businesses on Penn Avenue it be brought before the Main Street Jt Board for consideration. Discussion followed. The issue of metered parking as a workable option was presented. It was suggested in order to arrive at a parking consensus among business owners, a number of issues should be addressed:

- ◆ Inability of Businesses owners to arrive at an agreed upon parking proposal.
- ◆ Include parking options as a discussion point at the next Business Association meeting.
- ◆ Revisit the option of placing a parking facility behind the 400 block of Penn Avenue. A number of business owners are supportive of this idea.
- ◆ Add a question/s to the business survey to be conducted over the summer pertaining to referred parking options of the businesses.

**Motion:** 2 Hour parking be established on South 4<sup>th</sup> Avenue from Penn Avenue to Cherry Street. Motion made by Kevin Conrad, seconded by Carol Wells. (Motion passed 7-0)

The Jt Board was reminded that the recommendation still must be acted upon by the Traffic Committee and Borough Council.

## **Adjourn**

**Motion:** There being no additional business to conduct, the meeting is adjourned. Motion made by Kevin Conrad, seconded by Carol Wells. Motion passed (7-0)