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

**MINUTES
FEBRUARY 2, 2009**

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; Deborah Hutcheson (Charles Hutcheson Fine Jewelry), Vice President; Dr. Mark G. Dougherty (Penn Avenue Dental), Secretary; George I. Tindall (West Reading Borough Manager), Member; Lynda Kuhn (West Reading Resident), Member; Kevin Conrad (West Reading Borough Council), Member; Margaret Bligh (The Reading Hospital and Medical Center), Member. A quorum was present.

Foundation Board of Directors Members Absent

Michael Morrill (West Reading Borough Council), Treasurer; Rebecca Simmons (Firefly on Penn), Member.

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

Authority Board of Directors Absent

Caitlin Degler (Berkshire Bank), Treasurer.

Staff Present

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

Guests Present

Lori and David Weidenhammer (Elm Street Neighborhood Advisory Committee).

Public Comments

No public comment.

Approval of Minutes

Motion: Approval of the January 2009 meeting minutes. Motion by Ms. Hutcheson. Seconded by Dr. Dougherty. Motion passed 9-0.

Treasurer's Report

Tabled until March 2009.

Chairman's Report

Mr. Keller announced that an executive session of the Authority board was held on Saturday, January 17, 2009 to discuss personnel matters. No follow-up action to occur as a result of the meeting. All 2009 board and committee meetings are advertised.

Motion: Ratify action taken at the January 5, 2009 Joint Board Meeting. Motion by Mr. Conrad. Seconded by Ms. Kuhn. Motion passed 9-0.

Executive Director's Report

A special Authority meeting was held prior to the Borough Council meeting Tuesday, January 20, 2008. Property owners within the Business Improvement District were given the opportunity to ask questions about the renewal following an informational presentation. The Business Improvement District is currently under the 45 day voting period which will end Friday, March 6, 2009. All votes will be handled by Reinsel Kuntz Leshner who are the designated Borough clerks. Mr. Hollinger will contact the apparent low bidder for the maintenance contract in writing to confirm start date. Members of the board will be forwarded the upcoming Business Improvement District activity schedule.

The financial and personnel procedures will be ready to review by the March Joint Board meeting. Main Street's account codes have been changed and will now parallel the borough's codes. An accrual accounting format is projected to be functional by March. An organization handbook is currently being drafted. It will contain three sections: (1) Organization and Governance, (2) Personnel, (3) Finance.

Mr. Hollinger stressed the importance of reviewing the current strategic plan dated 2005 and updating that plan. Members of the board were asked to review the current Mission and Vision Statement and provide comments to Mr. Hollinger regarding change considerations (attached).

Phase VI of the Streetscape includes improvements to the north side of the hillside at the "gateway". Currently \$115,000 of Transportation Enhancement grant money is earmarked for this project. It is possible additional funds will be needed to complete this project. The board recapped past project discussions. Mr. Woodward will get in touch with Ms. Burns in regards to past plans.

Promotion & Marketing Team Report (Foundation)

Ms. Hutcheson reported that the Taste of West Reading was postponed from March 21, 2008. The committee is meeting to establish a different direction for this event that may tie in with Art on the Avenue.

The Art on the Avenue committee has been meeting regularly. They are actively seeking artists, planning program format and participation with Jazz Fest. A number of sponsors are currently being contacted.

Dr. Dougherty announced that he secured a contribution for the Foundation from Dave Rick, representative of Tulpehocken LTD.

Elm Street Program (Authority)

Mr. Rohrbach, the Elm Street Manager, submitted his fourth quarter and Program Year-3 (2008) Year-End Report.

The program has been informed by DCED that it will be necessary to resubmit the \$375,000 DCED grant with the Borough as applicant instead of the Authority. DCED is also requesting the Authority execute a new Cooperation Agreement with the Borough. DRAFT copies of the new agreement were submitted to the solicitors for the Authority and the Borough. It may be necessary to rescind the existing agreement that expires on June 30, 2009.

Collective audit proposal letters for the Elm Street and Main Street programs have been sent out to seven accounting firms with proposals due Monday, February 23, 2009. The proposals will be reviewed with the Authority and Foundation Treasurers who will make their recommendation to the Joint Board at the March meeting.

Mr. Rohrbach reported on the status of financial policy and procedures. They are currently in their third DRAFT. Copies were available for anyone who is interested and will be reviewed by both Foundation and Authority treasurers.

Old and New Business

Mr. Hollinger distributed an Achiever Plan overview and discussed the ten completion requirements. Achiever status is a three year designation based on attaining ten key items (attached). It was noted that some of the attainment items relate to maintaining and updating a current work plan. This item relates directly to having a multi year strategic plan. Copies of the 2005 strategic plan will be distributed to members of the board for their review. A plan to update the strategic plan will be developed. Furthermore it was suggested this may be done with the assistance of the Pennsylvania Downtown Center and will include Elm Street in the process.

Façade Improvement grant money has not been received to date.

Mr. Conrad reported work for Phase IV and Phase V was anticipated to start on March 15th.

Ms. Wells announced the Business Association was hosting a Hollywood Casino Bus trip on Sunday, March 1, 2009. The event, organized by Wendy Dougherty, will include free slot money, \$5 buffet voucher, bus travel and a light lunch served on the bus with ticket purchase. An email has been sent inviting members of the community.

Adjourn

Meeting adjourned 7:03PM.