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WEST READING MAIN STREET AUTHORITY BOARD MINUTES

**JULY 6, 2009
MINUTES**

Authority Board of Directors Present

Shane J. Keller (Mayor of West Reading) Chairman; Carol Wells (Sweet Surprises) Secretary, John C. Woodward (Third and Spruce Café), Vice Chairman; and Kevin Conrad (West Reading Borough Council), Member.

A quorum was present.

Authority Board of Directors Absent

Caitlin Degler (Berkshire Bank), Treasurer.

Staff Present

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

Guests Present

Robin Ambrosiani, 106 Kent Way, Elm Street Expansion Neighborhood.

Call to Order

Mr. Keller called the Main Street Authority meeting to order at 7:02PM.

Public Comment

There were no public comments.

Approval of Meeting Minutes

MOTION to approve the April 2009 and May 2009 Main Street Authority minutes was made by Mr. Conrad and seconded by Mr. Woodward. Motion passed 4-0.

MOTION to approve the June 2009 Main Street Authority minutes was made by Mr. Woodward and seconded by Ms. Wells Motion passed 4-0.

Treasurer's Report

There were no May or June Authority Treasurer's Reports due to the absence of Ms. Degler, Authority Treasurer.

Mr. Conrad asked when the Authority will begin the policy of approving all bills to be paid. Mr. Keller said we are moving in that direction.

Main Street Update

Mr. Keller reported steps are being taken to deal with Main Street's outstanding debts to the auditing firm of Kuntz Lesher and law firm of Kozloff Stout.

Business Association Team

Ms. Wells reported they want to move the Atlantic City Bus Trip from Saturday to Sunday since many merchant's stores are open on Saturdays.

Ms. Wells stated sample letters regarding state HB 850 in support of restoring funding for Main Street and Elm Street programs was sent to all businesses on Penn Avenue asking them to write their representatives.

The Business Association Team is trying to get merchants to agree to a 10% discount during the 57th Greater Reading Antiques Show on August 23rd and 24th at the Scottish Rite Cathedral in West Reading

Ms. Wells said she is working with Code Enforcement Officer Gerald Trate to put together a merchant's guide to code and zoning pamphlet. The idea of the guide came out of the May 26th meeting between Borough Council members and merchants.

Elm Street Report

Mr. Rohrbach, Elm Street manager (ESM), reported that on June 18th, the Neighborhood Advisory Committee (NAC) unanimously voted to request the Authority appoint Robin Ambrosiani, 106 Kent Way and Ricky Gonzalez, 124 South Second Avenue to fill the two empty seats on the NAC. **MOTION** to approve appointing Robin Ambrosiani and Ricky Gonzalez to the NAC was made by Mr. Conrad and seconded by Mr. Woodward. Motion passed 4-0.

Mr. Rohrbach reported that we have received our fully executed, "blue back", contract back from DCED. DCED has said they've approved and processed our first draw for \$45,000 but no funds are likely to be released from the state until the legislature adopts a budget—a process that could drag out into August. Mr. Rohrbach was asked to send Mr. Becker a copy of the contract for his comment.

Mr. Rohrbach quoted his monthly report, which was sent out to Authority members electronically, stating from January 1st till June 30th, \$8,504 in cash donations were raised and another \$4,110 in in-kind donations for a total of \$12,614. Additionally, Elm Street was the lead story on TV 69 news on July 3rd. The story highlighted NAC members installing American flags in the Ten Points neighborhood as well as some of our other revitalization efforts.

July is time for the Elm Street manager's annual performance evaluation. Mr. Keller said they would use the same evaluation form as last year since it is directly related to responsibilities described in the ESM's job description.

MOTION to accept the Elm Street manager's report was made by Mr. Conrad and seconded by Mr. Woodward. Motion passed 4-0.

Old & New Business

Mr. Keller reported the borough crew is compiling a list of problems with the bus shelter's illumination. Mr. Woodward said he would proceed with renting advertising space at a discounted rate for shelters without illumination. He also requested staff to get the bus shelter key returned from LAND Displays. Ms. Wells said she thinks the creation of vinyl signs are a service available through Bright Signs and Sign-A-Rama.

Mr. Keller reminded everyone The CANDLEWOOD HOTEL will hold their GRAND OPENING on Thursday, July 9, 2009 4:30-8:00PM and invited Authority members to stop by to enjoy music, food, drinks, tour of hotel and meet their team.

Mr. Conrad publicly thanked everyone who volunteered for the Art on the Avenue event on June 20th. Additionally, he thanked Mr. Keller for shouldering a lot of the work that needed to get done in the wake of the Main Street Executive Director resignation.

Adjournment

MOTION to adjourn was made at 7:38PM was made by Mr. Conrad and seconded by Mr. Woodward. Motion passed 4-0