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## **WEST READING MAIN STREET AUTHORITY BOARD MINUTES**

### **AUGUST 3, 2009**

#### **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**

George Tindall (Borough Manager); David Kostival (Reading Eagle); and David Weidenhammer (Neighborhood Advisory Committee Chairman).

#### **Call to Order**

Mr. Keller called the Main Street Authority meeting to order at 7:04PM.

#### **Public Comment**

There were no public comments.

#### **Approval of Meeting Minutes**

The July 6, 2009 Main Street Authority minutes were not available.

### **Treasurer's Report**

The May, June or July Authority Treasurer's Reports were tabled due to the absence of Ms. Degler, Authority Treasurer.

### **Business Association Team**

Ms. Wells reported the first West Reading Reader newsletter has been sent out to merchants. The bi-monthly newsletter will be used to keep merchants informed about Main Street's various activities and projects.

The Business Association Team is continuing to get merchants to agree to a 10% discount for patrons attending the 57<sup>th</sup> Greater Reading Antiques Show on August 23<sup>rd</sup> and 24<sup>th</sup> at the Scottish Rite Cathedral in West Reading

Ms. Wells said she is continuing to work with Code Enforcement Officer Gerald Trate to put together a merchant's guide to code and zoning pamphlet but progress is slow

### **Elm Street Report**

Mr. Rohrbach, Elm Street manager (ESM), reported all aspects of the Elm Street program are going smoothly and there were no significant findings during our annual organizational assessment by Pennsylvania Downtown Center (PDC).

Elm Street deposited the first draw for \$45,000 under the new DCED contract. On August 6<sup>th</sup>, Mr. Rohrbach said he will get together with the Borough Manager and an engineer from Great Valley Consultants to walk Yarnell Street and Grape Streets to finalize work specifications so they can go out-for-bid.

Today Comcast informed us they were donating \$1,000 in support of the Kline Street Mural Corridor Project. Michael Miller, art teacher from Wyomissing High School, presented the NAC with DRAFT drawings for the first of the mural projects on Kline Street. He incorporated NAC member's ideas and came up with a design based on a work by artist Marc Chagall showing the love he had for his Russian village. Mr. Miller said he and about 20 students will begin work the week of August 10<sup>th</sup>.

Mr. Rohrbach stated his regular monthly report was sent to Authority members electronically and contained Elm Street's Second Quarter numbers as well as year-to-date totals.

### **Old & New Business**

Mr. Keller reported the borough crew is compiling a list of problems with the bus shelter's illumination and that it would be completed by October 1<sup>st</sup>. Mr. Woodward requested staff send him contact information for David Hutton at Keystone Displays.

Ms. Wells said the Business Association Team is working on updating the old Business Brochure featuring all the places to shop and dine in the 400, 500, 600 and 700 blocks of Penn Avenue in West Reading.

**MOTION** to approve Resolution # XXXXXXXX: *Public Comments During Authority Meeting*, was made Mr. Conrad and seconded by Mr. Woodward. Motion passed 4-0.

Mr. Tindall reported Phase 6 contract was for \$115,000 for landscaping the 200 block of Penn Avenue. Now he is getting estimates to build a retaining wall there and erect solar panels. An estimate from Fromm Electric put the cost at \$120,000 for the solar panels.

### **Adjournment**

Meeting adjourned at 7:28PM.

### **Next Meeting**

Due to the Labor Day holiday, the next Main Street Authority meeting is schedule for September 14, 2009 at 7PM in West Reading Borough Hall.