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WEST READING MAIN STREET FOUNDATION BOARD MINUTES

JULY 6, 2009

Foundation Board of Director Members Present

Shane J. Keller (Mayor of West Reading), President; Deborah Hutcheson (Charles Hutcheson Fine Jewelry), Vice President; Michael Morrill (West Reading Borough Council), Treasurer; Kevin Conrad (West Reading Borough Council), Member; Rebecca Simmons (Firefly on Penn), Member; Margaret Bligh (The Reading Hospital and Medical Center), Member and Lynda Kuhn (West Reading Resident). A quorum was present.

Foundation Board of Directors Members Absent

Dr. Mark G. Dougherty (Penn Avenue Dental) Secretary; and George I. Tindall (West Reading Borough Manager), Member.

Staff Present

Dean L. Rohrbach, Elm Street Manager; and Melanie B. Weidner, Main Street Administrative Assistant.

Guests Present

Nancy Campbell (The Complete Baldwin Brass Center); Rita Ditsky (Seghetti Italian Market); Carol Wells (Sweet Surprises) and John Woodward (Third & Spruce Cafe).

Call to Order

Mr. Keller called the Main Street Foundation meeting to order at 6:03PM.

Public Comment

Ms. Campbell, *Art on the Avenue* sub-committee member, brought up the rain date issue for this year's Art on the Avenue event. Mr. Keller responded the previous Main Street Executive Director requested Borough Council close Penn Avenue for just one day and that was granted by PennDOT. A major confabulation would have been created by

closing the street the following day instead. The Promotion and Marketing Committee was asked to explore this issue further and see if PennDOT might grant an open-ended permit to close the street. Another solution is to hold the event rain or shine.

Ms. Campbell also asked for an update on invoices paid and invoices pending for the June 20, 2009 Art on the Avenue event. Ms. Weidner responded she will prepare a final report once all accounting documents have been received.

Approval of Meeting Minutes

MOTION to approve the April 2009, May 2009 and June 2009 Main Street Foundation minutes was made by Ms. Hutcheson and seconded by Mr. Morrill. Motion passed 7-0.

Treasurer's Report

Michael Morrill, Treasurer reported on the May and June finances. As of June 30th, the Foundation was about \$42,000 short of XXXXXX; \$3,000 behind in the budget; had \$10,699.03 cash in checking and savings; and should finish the year \$24,000 ahead. DCED has approved all paperwork for the \$30,000 Façade Program but checks probably won't be mailed out until after legislators approve the state budget.

Art on the Avenue was budgeted for \$44,000, to date we have received \$22,000 in revenue leaving a \$22,000 variance. Ms. Campbell requested a copy of the Foundation's financial statements. Mr. Morrill replied he didn't foresee any problem since the Foundation is a 501 (c) 3 but requested the solicitor issue an opinion before complying.

MOTION to accept the Treasurer's Report for May and June was made by Ms. Bligh and seconded by Ms. Simmons. Motion passed 7-0.

Main Street Update

Mr. Keller reported he has negotiated with the auditing firm of Reinsel Kuntz Leshner to pay them \$1,000 bi-weekly which should pay off the existing debt by September 2009. Additionally, Elm Street will pay for their audit upfront.

Streetscape Phases IV & V

Mr. Keller reported there have been complaints concerning the new sidewalk's color. The color is the same formula used in the old sidewalk. The difference in color is the result of ten years of exposure.

Mr. Keller reported that since putting plants on the steep "Gateway" hillside on Penn Avenue appears unworkable. XXXXXXXXXX Electrical Firm is exploring the feasibility of erecting solar panels on the hillside to power street lights on Penn Avenue. The hillside is south-facing and the project would give West Reading the reputation of being known as a Green Community.

MOTION to approve Resolution #2009-XXX authorizing the execution of an assignment of federal aid reimbursement agreement with the Pennsylvania Department of Transportation and West Reading Borough for acceptance of TEA-21 funds for Phase IV and V was made by Mr. Conrad and seconded by Mr. Morrill. Resolution passed 7-0.

Promotion and Marketing

Ms. Hutcheson acknowledged having a rain date on Father's Day caused some confusion. She reported the committee has already begun meeting to plan next year's Art on the Avenue event. One idea is to make it into a two-day event. Mr. Conrad cautioned committee members to coordinate next year's date with borough crew, police, fire, etc.

The Fall Festival is scheduled for September 19th. Ms. Hutcheson said she would go before Borough Council during their July meeting concerning a liquor permit for the beer tent.

Ms. Hutcheson reported the committee is exploring the idea of doing a Wine Walk on Penn Corridor during the First Thursday event in October that falls on October 1st. An similar impromptu event in May drew over 100 people. Ms. Ditsky asked the committee to take steps to control people having too much to drink. One solution mentioned would be to have standardized cup sizes and agreement among merchants as to the amount dispensed into each cup. For example, only fill cups half way.

Old & New Business

Ms. Hutcheson reported on a letter distributed to Main Street merchants from an irate woman who was ticketed for parking in two spaces saying she won't shop in West reading anymore. Mr. Keller said he was aware of the letter but the woman broke the law.

Adjournment

MOTION to adjourn was made at 8:52PM by Mr. Conrad and seconded by Ms. Kuhn. Motion passed 7-0.