



**WEST READING BUSINESS ASSOCIATION  
500 CHESTNUT STREET  
WEST READING, PA 19611**

---

Phone: 610.685.8854 ♦ Fax: 610.685.9061 ♦ [info@westreadingmainstreet.org](mailto:info@westreadingmainstreet.org)

**WEST READING BUSINESS ASSOCIATION  
STEERING TEAM MINUTES**

**MARCH 9, 2011**

**Members Present**

Dave Bednez (B3 Marketing Solutions).

**Members Absent**

Tina Shenk, Chair (Tina's Salon & Day Spa); Carol Wells, Co-Chair (Sweet Surprises); Rick Allebach (Good Eatz Green Café); Caitlin Degler (Berkshire Bank); Heather Gilbert (Candlewood Suites).

**Guests Present**

Brett Bagenstose (Neo-Pangea); Robin Horman (LiliBea's); Deborah Hutcheson (Charles Hutcheson Fine Jewelry); Sandi Kissinger (St. James Church); Jenn Maloof (She); Dallas Mugno (The Last Level); Rol Sugg (Bistro 614); Gloria Urban (Art Plus Gallery).

**Staff Present**

Melanie B. Weidner, Administrative Assistant (West Reading Main Street Authority).

**Call to Order**

Mr. Mugno announced he was asked to fill in for Ms. Shenk and called the meeting to order at 8:35AM.

**Business Association Membership**

Ms. Weidner reported there were currently 36 members of the Business Association and the membership benefits welcome pack was nearing completion. Ms. Horman requested monthly financial statements to show merchants in response to a large number of financial questions received.

**Newsletter (March/April Edition)**

Mr. Mugno announced that a "Featured Business" section would be added to the newsletter and opened the floor to suggestions on selecting six businesses to highlight per year. The group consensus was to put all Business Association Member names into a box and hold a random drawing. An article

about how to get free promotion on the Penn Corridor website will also be included. Ms. Hutcheson announced that the Greater Reading Visitors Bureau will now be in charge of the site and will also include submitted activities on the visitors bureau site. Ms. Weidner reported that other articles will include the Armed Forces Day Parade, Business Association Membership, Thursday on Penn Free Concert Series, MDA Ride for Life and the West Reading Farmers' Market. Mr. Mugno opened the floor to additional suggestions. Ms. Horman reported that she received an overwhelming amount of positive feedback about last month's event calendar and would like to see a smaller version duplicated in the next edition. Ms. Weidner has forwarded a first draft of the next newsletter to committee chairs and co-chairs.

### **Spring Mixer**

Mr. Mugno reminded the group that the next Spring Mixer would be held at his business, The Last Level, on April 13<sup>th</sup> from 6PM to 8PM. Food and refreshments will be provided by Winedown Café and his game room will be open all night. Ms. Weidner will create and send an invitation out to West Reading Businesses.

### **New and Old Business**

**Love West Reading Website** - Mr. Bagenstose presented the first draft of the website commissioned by the West Reading Main Street Authority to promote West Reading Borough as great place to live, work and play. The first phase of the site will include collecting and posting general data for the targeted audience. Phase two will include integrating real-estate and social media feeds that will update in real-time. Committee members expressed their excitement in moving forward with the project.

**Welcome Wagon/Ribbon Cutting** - Mr. Mugno asked members how they would like to welcome new businesses into the borough. Ms. Horman reported it would be helpful to put all the information needed to open a business in West Reading into one package. Many new business owners find that they have not done things in the proper order often delaying opening dates. Ms. Horman and Mr. Mugno will put together a short bulleted list outline the difficulties they faced opening a business and work with Mr. Sugg to find out how they should have proceeded. Ms. Weidner will work with Code and Zoning office to obtain the paperwork often needed when opening a new business. Team members will work as mentors, bringing the package to new businesses while welcoming them to the neighborhood.

**Bus Shelter Advertising** - Mr. Mugno reminded merchants that a few bus shelters were still available at \$150 per month receiving over 30,000 exposures daily.

### **Adjourn**

Meeting adjourned at 9:22AM.

---

**Next Meeting: Wednesday, April 13, 2011 @ 8:30AM  
West Reading Borough Hall - 500 Chestnut Street**