
**West Reading Main Street
500 Chestnut Street
West Reading, PA 19611**

610-685-8854

Fax: 610-685-9061

**E-mail: info@westreadingmainstreet.org
www.westreadingmainstreet.org**



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

**MINUTES
MARCH 3, 2008**

Call to Order

Shane J. Keller, MSA Chairman and MSF President, called the meeting to order at 6:06PM.

Foundation Board of Directors 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; Michael Morrill (West Reading Borough Council), Treasurer; George I. Tindall (West Reading Borough Manager), Member; Kevin M. Conrad (West Reading Borough Council), Member and Rebecca Simmons (Firefly on Penn) Member. A quorum was present.

Foundation Board of Directors Members Absent

Lynda Kuhn (West Reading Resident), Member. One vacant board seat.

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; Caitlin Degler (Berkshire Bank), Treasurer; and Kevin M. Conrad (West Reading Borough Council), Member. A quorum was present.

Staff Present

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

Guests Present

Edward Fabriziani, West Reading Police Chief; Lori Weidenhammer, Neighborhood Advisory Committee, Chair; Dave Weidenhammer, Neighborhood Advisory Committee Member; Frank Struble, Neighborhood Advisory Committee member, Carey Kaucher, Celebrate Berks; and Tanna Wagner, Celebrate Berks.

Public Comments

There were no public comments.

Approval of February 3, 2008 Joint Board of Directors Minutes

Motion to approve the February 3, 2008 Joint MSA and MSF meeting minutes made by Carol Wells and seconded by Dr. Mark G. Dougherty. Motion Passed: 11-0.

West Reading Main Street Foundation Board Member Recruitment

Dr. Mark G. Dougherty said Scott Wolfe, Chief Operating Officer, The Reading Hospital and Medical Center has given him the names of two Vice Presidents who may be willing to serve on the Foundation board. A strong desire was expressed to have Reading Hospital representation.

Motion for Dr. Mark G. Dougherty to pursue the Reading Hospital and Medical Center leads was made by Deborah Hutcheson and seconded by Kevin M. Conrad. Motion Passed: 8-0.

Treasurer's Reports

Copies of the February Authority and Foundation Balance Sheets were included in member's packets. The meeting with Kevin Duncan, 2007 Main Street Foundation Treasurer, has yet to take place. Main Street Foundation Treasurer, Michael Morrill and Main Street Authority Treasurer, Caitlin Degler asked that the Treasurer's Reports be tabled until the April 7, 2008 meeting.

Economic Development Team Report (Authority)

The Economic Development Team did not meet in February. Next meeting: March 25th at 7AM.

Business Association Steering Team (Authority)

Carol Wells reported the Westy Awards took place on February 19, 2008 hosted by Berkshire Bank. A list of the winners was included in board packets. Between 45 and 50 people attended. Need to avoid the third Tuesday of the Month for an event date next year. A Pig Roast prepared by Pete Santiesteban, owner of Salon 500, is scheduled for Sunday, June 29th in Spring Township and will serve as the summer mixer. Beer will be served. It was mentioned one-day event insurance coverage should be explored.

Elm Street and Neighborhood Advisory Committee Activities (Authority)

Mr. Rohrbach, Elm Street Manager (ESM), reported he is continuing with various grant and proposal writing activities. Board members were encouraged to attend a Regional Leadership meeting to be conducted by the Pennsylvania Downtown Center on March 11th in Ardmore. Elm Street is moving ahead with its Tool-Lending Library and hope to have it operational May 1st.

Motion to execute a contract with PA Downtown Center to purchase a utility vehicle, snow blower, lawn mower, leaf blower, garden tiller and winch after adding wording suggested by Dan Becker was made by John C. Woodward and seconded by Kevin M. Conrad. Motion Passed: 5-0.

Design and Rehabilitation Team Report (Foundation)

Mr. Tindall reported we are looking at putting SEP Phase IV and SEP Phase V out-to-bid in April or May. Mr. Keller reported he has received an email concerning the state regarding the façade improvement grant program funds. Not at liberty to discuss at this time.

Promotion and Marketing Team Report (Foundation)

Mr. Rohrbach (ESM) reported he has asked State Senator Mike O’Pake and Representative Tom Caltagirone to support the \$9,500 grant to the PA Department of Agriculture to market and promote West Reading’s Farmers’ Market. Both serve on state agricultural committees.

Motion to approve a \$1,755.38 bonus for Rebecca Simmons for the Taste of West Reading was made by Deborah Hutcheson and seconded by Kevin M. Conrad. Motion Passed: 9-0 (Rebecca Simmons abstaining)

Deborah Hutcheson reported the Penn Corridor Thursdays on Penn (TOP) event is on schedule. Dan Bower will provide music at 6th and Penn from April through October. A stage and barricades will be needed. Stores need to be approached about remaining open until 9PM. A shuttle will run April 3rd between Reading, West Reading and Wyomissing. Hopefully WineDown will be open by then.

The Cherry Blossom Festival is in good shape. Art on the Avenue is scheduled for Saturday, June 21st along Penn Avenue. Street closings for the 500, 600 and 700 blocks need to be coordinated and the beer tent needs to be to the side to allow emergency vehicles access.

John Woodward offered to be one of the sponsors for a West Reading Night at the Reading Phillies with 2,000 free tickets.

Representatives Carey Kaucher and Tanna Wagner from Celebrate Berks, who put on the City of Reading’s Annual New Years Eve Event, discussed their ideas for expanding the smoke-free and alcohol-free festive event into West Reading. A copy of their 2009 budget was distributed. Ideas included a mass wedding ceremony at St. James, six buses running for those with badges, jugglers, strolling magicians, fireworks, dancing at the Olympian Ballroom, and a tent with music in the 500 block of Penn. They would like everyone to merge into one group and not

work separately. Various sponsorship levels are available. Redner's Market is the title sponsor at \$15,000. County has pledged \$10,000 to the event. There is a March 27th deadline. Celebrate Berks meets the fourth Thursday of every month at Arner's on State Hill Road in the back room.

Joint Boards Work Session

Mr. Keller reported he is still working to coordinate a date with Geoff Brace from the Pennsylvania Downtown Center (PDC).

Old and New Business

The Search Committee reported interviews start tomorrow. They have picked 14 applicants (nine local and five out-of-state) to be interviewed on Saturday, March 15th .

West Reading Borough Council will discuss proposals regarding the Police Department at their Tuesday, March 18th meeting. Due to the expected large turn out, the meeting will be held at the Fire Station. People are encouraged to attend and voice their opinion.

Adjourn

Motion to adjourn was made at 7:39PM by Kevin M. Conrad and seconded by Michael Morrill.
Motion Passed: 11-0.

**Next Meeting: Monday, April 7, 2008 at 6:00PM
West Reading Borough Hall - 500 Chestnut Street**