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

**MINUTES
AUGUST 4, 2008**

Call to Order

Shane J. Keller, MSA Chairman and MSF President, called the meeting to order at 6:01PM.

Foundation Board of Director 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; Rebecca Simmons (Firefly on Penn), Member. A quorum was present.

Foundation Board of Directors Members Absent

Lynda Kuhn (West Reading Resident), Member; Marge Bligh (The Reading Hospital & Medical Center), Member

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; Kevin Conrad (West Reading Borough), Member. A quorum was present.

Authority Board of Directors Absent

All members present.

Staff Present

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

Guests

Peter Chu (Charming Nail Salon); Rita Ditsky (Seghetti's Italian Market); Nathalie R. Kulesa (West Reading Borough Council President); Mark Ratcliff (Thirstade Fresh Café); Nancey Seghetti (The Mosaic Studio); Darren Youcker (Reading Eagle Reporter).

Public Comment

No Public Comment.

Approval of May 2008 Minutes

Motion: Approve the Joint Board Minutes from June 2, 2008. Motion made by Mr. Conrad. seconded by Ms. Hutcheson. Motion Passed 11-0.

Treasurer's Report

Ms. Degler provided the board with the Authority's report for June and July 2008.

Motion: Approve the Authority treasurer's report for June 2008 and July 2008. Motion made by Mr. Conrad and seconded by Ms. Wells. Motion Passed 5-0.

No Foundation Treasurer's report was provided. Mr. Conrad volunteered to review the finances and provide the board with a report at the September 8, 2008 meeting.

Business Improvement District (BID) Renewal (Authority)

Mr. Becker provided an overview of the BID Renewal. He noted that renewal included a number of segments requiring the utilization of a timeframe. He discussed requirements to (a) renew the Penn Avenue Maintenance Contract; (b) recommendation from the Authority for a revenue recommendation to Borough Council; (c) updating of the BID resolution; (d) initiation of the BID renewal in accordance with the legislative requirements, that includes conducting a public hearing and a renewal vote by present property owners; (d) responsibilities of Borough Council in the renewal process. Mr. Becker reviewed the calendar forwarded to members of the Authority that provided a link between specific tasks that had to be accomplished and the dates for their completion.

Mr. Hollinger provided a listing of the services that were included in the new maintenance contract specifications. These services included the primary cleaning of Penn Avenue as well as

the addition of fee for services to include, power washing, first floor window washing, graffiti removal and front of property snow removal (in compliance with Borough Ordinances). There was discussion pertaining to the specifications; an understanding among businesses regarding what cleaning was required under the contract; quality of the cleaning which has taken place over the past few years; improving communications from the contractor; and, the portion of the BID revenues that is applied towards payment of the Borough bond debt. The Authority indicated that one of the responsibilities that they all shared was the need to get information out to the business and property owners regarding the types of services which are included within the maintenance contract, which includes fees for services. This would be directed towards both existing businesses and new businesses. Additional discussion followed regarding types of services to be included: graffiti & weed removal, a definition of the ""cleaning area"" covered by the maintenance agreement, the importance of reporting deficiencies in cleaning, the property area that will be cleaned by the contractor. It was agreed that two areas of the specifications should be tightened: (a) the reporting requirements; and, (b) clarification of the area covered by the contract.

Motion: Prepare the necessary documents in order to develop specification for the bidding of the new maintenance contract; advertise the documents which outline the specifications for the proposed bidders; and to authorize a special meeting of the Main Street Authority on August 18, 2008 at 6:00PM to open the bids received and recommend a contractor to provide the maintenance service as specified. Motion made by John Woodward and seconded by Kevin Conrad. Motion passed (5-0)

Comment was made that a BID assessment must be reasonable. It was noted that Council is aware that the final decision regarding the assessment will be reasonable.

Executive Director's Report

Mr. Hollinger highlighted a number of items contained in his report including comments which he has received regarding future planning and considerations for Art on the Avenue in 2009. He provided an overview of Community Outreach Day held on July 3, 2008. Comments were made regarding the fact that the addition of a summer intern who would be working with the Main Street program over the next few months, did not materialize. Main Street is still very much interested in participating in internship related programming. Mr. Hollinger discussed the need to begin focusing on expanding the revenue base for the program. The Borough, recognizing the value of the Main Street and Elm Street programs has included a major portion of the required operating dollars in their budget. It is appropriate and necessary to seek additional alternative sources to generate organization revenue for Main Street beginning now.

Mr. Hollinger discussed operating priorities over the next two months and shared with the Joint Board some of the material included in the 2nd Quarter report.

Motion to approve Mr. Hollinger's Executive Director's Report by Mr. Conrad. Seconded by Ms. Degler. Motion passed 11-0.

Design and Rehabilitation (Foundation)

Mr. Tindall reported on SEP IV and V bids. Both Phases were overbid and fortunately, the County Planning Commission was able to find additional support revenues that will allow for acceptance of the bids.

Businesses will be informed of the construction activity before it starts. Currently project work is anticipated to begin in October.

Mr. Hollinger reported on the Façade Grant program status. He also noted that as the program gets underway, the Design Committee will reconvene to assist with its implementation. Chairperson Lynn Brown will be contacted to establish a committee meeting date.

A concern was expressed about the Note Pourri leaving the Avenue after providing a quality business service to the Greater Reading community for 25 years.

Promotion and Marketing Team Report (Foundation)

Mr. Hollinger reported that he was happy with the Farmers' Market. There appears to have been an increase with both shoppers and vendors.

Ms. Hutcheson reported on the Penn Corridor participation and ongoing activity including the free shuttle and live bands performing monthly at 6th and Penn Avenues. The participation has been steady.

Mr. Hollinger reported on Fall Festival and discussed the PLCB process, including obtaining Borough Council's blessing.

Mr. Hollinger reported on Taste of West Reading – November 1, 2008. Participation sign-up sheets are available. Sign-up sheets will also be available for Fall Festival and Art on the Avenue. It is important that marketing for Fall Festival and Taste of West Reading begin as soon as possible.

The August 21th Reading Phillies Night was discussed (mini-event).

A Sidewalk Sale will be held the weekend of August 15, 16 and 17, 2008.

Elm Street Program and NAC Activities

Dean reported that Pennsylvania Downtown Center Elm Street assessment will take place on August 28, 2008. A group meeting is scheduled for 5:30 PM. with PDC staff.

Mr. Rohrbach. asked that the Authority support both the Vision and Mission statements of the Elm Street program. They had previously been provided information and copies of the statements. Mr. Rohrbach requested their formal adoption.

Motion: The Main Street Authority endorses and supports the following Elm Street Mission: West Reading Elm Street is a partnership of residents, business leaders and government officials dedicated to revitalizing West Reading's older neighborhoods through community development programs that compliment Main Street's economic development programs. We achieve our mission by creating homeowners, improving the housing stock, beautifying the streetscape, improving safety and involving residents. It was moved by Mr. Woodward and seconded by Mr. Conrad that the motion be adopted. (Motion passed 5-0)

Motion: The Main Street Authority endorses and supports the following Elm Street Vision Statement: Ten Points will be a neighborhood of choices and opportunities with a stable population of proud, mixed income residents living in mostly owner-occupied and well-maintained homes. Informed residents will be active in a variety of activities that improve the quality of life of the community. It will be attractive, safe and clean and within easy walking distance to a vibrant cosmopolitan hub, recreational activities for all life stages, regional cultural facilities, major employers and access to preserved natural river parkland. It was moved by Ms. Degler and seconded by Ms. Wells that the motion be adopted. (Motion passed 5-0)

Motion: The Main Street Authority endorses and supports the following Elm Street by-line: Ten Points: At the Center of Everything – Friendly and Affordable too! It was moved by Mr. Conrad and seconded by Ms. Degler that the motion be adopted. (Motion passed 5-0)

Mr. Rohrbach mentioned that some consideration was being made by Elm Street to bid on the Main Street maintenance contract. There was discussion regarding a number of issues that would have to be addressed with such an arrangement. These issues include: (a) the organizational structure; (b) the link with the Elm Street mission; (c) liability which may be incurred; (d) financial feasibility.

Mr. Rohrbach provided information to the Jt Board on the following:

1. September 19, 2008, a Day of Caring sponsored by Riverplace and the United Way will be held at the Bertolet Dock. They will concentrate on improving the overall appearance of that area.
2. Term limits were discussed. It was suggested that term limits be included in the Elm Street Governance Manual.
3. Quarterly report comparative figures reflecting Elm Street levels of participation, involvement in services and programs and revenue raised between the first and second quarters for 2008.

Old & New Business

Mr. Tindall will have parking meter information at the next meeting.

Ms. Degler reported that the check signature authorization cards within the Authority and Foundation bank accounts should be changed.

Motion: The West Reading Main Street Authority will maintain an operating checking account at Sovereign Bank with the following persons authorized to sign checks from this account: Shane Keller, John Woodward, George Tindall, Caitlin Degler, Carol Wells, Nevin H. Hollinger. The motion was made by Ms. Degler and seconded by Mr. Conrad. (Motion passed 5-0)

Motion: The West Reading Main Street Foundation will maintain operating accounts at Sovereign Bank with the following persons authorized to sign checks from these accounts: Lynda Kuhn, Deborah Hutcheson, George Tindall, Shane Keller, Nevin H. Hollinger. The motion was made by Mr. Conrad and seconded by Ms. Simmons. (Motion passed 6-0)

Motion: The West Reading Main Street Foundation will maintain operating accounts at Berkshire Bank with the following persons authorized to sign checks for these accounts: Lynda Kuhn, Deborah Hutcheson, George Tindall, Shane Keller, Nevin H. Hollinger, Dean L. Rohrbach. The motion was made by Mr. Conrad and seconded by Ms. Simmons. (Motion passed 6-0)

Adjourn

Motion: There being no additional business to conduct, the meeting was adjourned. Motion made by Mr. Conrad, seconded by Ms. Degler. Motion passed 11-0.