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

**MINUTES  
JANUARY 5, 2009**

**Call to Order**

Shane J. Keller, MSA Chairman and MSF President, called the meeting to order at 6:04PM.

**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; Lynda Kuhn (West Reading Resident), Member; Kevin Conrad (West Reading Borough Council), Member; Rebecca Simmons (Firefly on Penn), Member; Margaret Bligh (The Reading Hospital and Medical Center), Member. A quorum was present.

**Foundation Board of Directors Members Absent**

George I. Tindall (West Reading Borough Manager), 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 Council), 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; Daniel Becker, (Kozloff Stoudt), Solicitor.

**Guests Present**

Lori and David Weidenhammer (Elm Street Neighborhood Advisory Committee).

**Public Comments**

No public comment.

**Approval of Minutes**

Motion to approve the December 2008 minutes by Ms. Hutcheson. Seconded by Mr. Woodward. Motion passed 11-0.

**Treasurer's Report**

Tabled until February 2009.

**Executive Director's Report**

Mr. Hollinger highlighted a few items from his monthly report which was distributed to board members. Covering development of the organization handbook, financial procedures and personnel policies and procedures for both the Main Street and Elm Street Programs which will mirror the boroughs were appropriate. The financial and personnel policies will be in final draft stages within the next month.

Efforts to streamline the financial reporting process are being planned. Mr. Conrad questioned if there would be detailed line items on these reports specifically for special events. Mr. Hollinger replied that the detailed financial reports would provide that information. The process would also include the new financial program will be an accrual system as apposed to a cash system.

Mr. Hollinger commented on special events. He shared feedback about Holiday Glow billboard advertising and carriage rides during the 2008 holiday season. Art on the Avenue and Taste of West Reading committees have been hard-at-work. Two sponsorships for Art on the Avenue have been acquired, with one sponsor pending for Taste of West Reading.

The West Reading Business Association will begin hosting special informational meetings for West Reading Businesses. The first meeting will focus on zoning and codes. The Borough would work in cooperation with the Business Association to clarify interpretation and misunderstandings of code enforcement and zoning. The meeting

will be open to all West Reading Businesses with the goal of opening clearer line of communication between the businesses and Borough. The first meeting will be held February.

Mr. Woodward questioned the status of Taste of West Reading fundraising. Mr. Hollinger reported there has been greater response to Art on the Avenue. Letters will be going out to sponsors within the next week. A number of questions arose pertaining to the sponsorship guidelines. Members of the board expressed concern pertaining to the progress of Taste of West Reading. Mr. Woodward emphasized that priority needed to be placed on the event between now and the next board meeting. A drafted sponsorship letter and potential sponsor list will go out to all board members for review before the end of the week.

Mr. Hollinger announced that a public meeting will be held Tuesday, January 20, 2009 6PM in the West Reading Borough Council Chambers to hear comments from property owners in the Business Improvement District. Members of the board are encouraged to attend.

#### **Promotion & Marketing Team Report (Foundation)**

Information covered during the Executive Director's report.

#### **Elm Street Program (Authority)**

Mr. Rohrbach reported he has been working with other staff to put together financial policies and procedures to guide both the Foundation and Authority.

The Neighborhood Advisory Committee (NAC) did not meet in December due to the proximity of the holidays.

The DCED application for \$375,000 was submitted. It contained minor changes which reduced the number of façade improvements and add new water lines on Yarnell and Grape Streets.

Now that public grants have been submitted Mr. Rohrbach has begun focusing on private sector fundraising.

The NAC held their second annual Christmas Party on December 13<sup>th</sup> with over 100 people attending. Positive media was generated for the neighborhood by the event with front page photos and cover story in the Westside Weekly.

Mr. Rohrbach reported Elm Street has two state contracts that require separate audits and are due in June 2009. The Elm Street Manager will work with Main Street's Executive Director on assembling a package we can send out requesting audit quotes for the two Elm Street grants and Main Street (Foundation & Authority).

Finally, Mr. Rohrbach asked permission to advertise the NAC meetings for 2009 in the Reading Eagle to comply with state Sunshine Laws.

Motion to Advertise all Main Street and Elm Street meetings for 2009 by Ms. Degler. Seconded by Mr. Woodward. Motion passed 11-0.

### **Old and New Business**

Mr. Hollinger reported façade grant money from the DCED has not been received.

Mr. Hollinger asked if the board would consider direct deposit as an added benefit for members of the staff. It was decided not to presently pursue direct deposit.

Mr. Hollinger reminded the board it was time to do an updated strategic plan and update the goals and objectives of both the Elm Street and Main Street program. Additionally it would be appropriate to update the mission and vision statements. The process should include all board and committee members.

Mr. Conrad brought to the attention of the board the abundance of check signers impeding upon financial controls and proposed that there be less signers and that checks be approved at monthly board meetings. Signers on the signatures cards will be limited to appropriately reflect the chair/president, treasurer and Main Street Manager/Elm Street Manager on each account. Ms. Degler will create the new signature cards.

Mr. Conrad asked that the attendance guidelines as stated in the by-laws be clarified to all board members. Members can be removed at the board's discretion if they fail to attend three consecutive meetings or fail to attend any six meetings of the board during any calendar year.

### **Adjourn**

Motion to adjourn by Mr. Morrill. Seconded by Mr. Conrad. Motion passed 11-0. Members of the Authority held an executive session following the meeting.