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## **WEST READING MAIN STREET AUTHORITY BOARD OF DIRECTORS MEETING**

**MINUTES  
JUNE 1, 2009**

### **Foundation Board of Director Members Present**

Shane J. Keller (Mayor of West Reading), President; Dr. Mark G. Dougherty (Penn Avenue Dental), Secretary; George I. Tindall (West Reading Borough Manager), Member; and Lynda Kuhn (West Reading Resident). A quorum was not present.

### **Foundation Board of Directors Members Absent**

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; and Margaret Bligh (The Reading Hospital and Medical Center), Member.

### **Authority Board of Directors Present**

Shane J. Keller (Mayor of West Reading) Chairman; Carol Wells (Sweet Surprises), Secretary Caitlin Degler (Berkshire Bank), Treasurer; A quorum was present.

### **Authority Board of Directors Absent**

John C. Woodward (Third and Spruce Café), Vice Chairman; and Kevin Conrad (West Reading Borough Council), Member.

### **Staff Present**

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

### **Guests Present**

Dave Weidenhammer, Neighborhood Advisory Committee, Chairman; Lori Weidenhammer, Neighborhood Advisory Committee, member; Nancy Campbell (The Complete Baldwin Brass Center); Donald Haines (Elm Street Volunteer); Daniel Bower; Rebecca Keller, West Reading Farmers' Market Manger; and Doris Burkhart, Berks County Antiques Dealers Association.

### **Call to Order**

Mr. Keller called the Main Street Authority meeting to order at 6:08PM. Due to a lack of a quorum of Foundation members being present, Mr. Keller proceeded with Authority business only.

Mr. Keller stated the Main Street Authority met in Executive session on May 11, 2009 and May 23, 2009 to discuss personnel. No action was required as a result of these Executive sessions.

### **Public Comment**

Don Haines stated he had a list of dates and times for board members interested in participating in workdays at the Ten Points Community Garden.

Mr. Keller read a letter of resignation from Nevin H. Hollinger, Main Street Executive Director.

**MOTION** to accept Mr. Hollinger's resignation was made by Carol Wells and seconded by Caitlin Degler. Motion passed 3-0.

**MOTION** to continue Mr. Hollinger's health coverage until June 30, 2009 was made by Carol Wells and seconded by Caitlin Degler. Motion passed 3-0.

Main Street staff was directed to research existing Personnel Policies to determine how to address Mr. Hollinger's request for a payout of vacation time accrued.

### **Approval of Meeting Minutes**

No action on approval of the April minutes because a quorum of Foundation members was not present.

Due to a malfunction with the recording device there were no May minutes. Mr. Keller asked members for notes they might have taken so he could attempt to reconstruct the minutes.

### **Treasurer's Report**

There was no May Foundation Treasurer's Report.

Ms. Degler, Authority Treasurer, reported Mr. Hollinger was removed from the Authority's Berkshire Bank accounts and that she will follow-up with Sovereign Bank. The Authority currently owes Reinsel, Kuntz & Leshner about \$6,000 for the 2007 audit. A discussion ensued concerning how this might affect the 2008 audit and Elm Streets contractual obligations to the state. Ms. Degler stated there are unrestricted funds generated from membership fees in the Business Association account. The Authority has also recently received \$3,300 from LAND Displays for bus shelter advertising and projects a savings of about \$29,000 until the end of the year in salary expenses alone. Further, we are in the process of bringing all bus shelter advertising in-house. John C. Woodward has agreed to manage the project and Dan Becker, Esq., Authority solicitor, will prepare the necessary contracts.

**MOTION** to charge a \$150/month fee per shelter for advertiser's signing a six to twelve month lease contract and \$200/month for advertiser's signing for less than a six month lease contract with the advertiser providing the copy was made by Carol Wells and seconded by Caitlin Degler. Motion passed 3-0.

### **Main Street Update**

Mr. Rohrbach reported that the Department of Community and Economic Development (DCED) has approved and is processing the Authority's request for \$30,000 in façade improvement grant funds. The funds should be received in two to three weeks.

Mr. Tindall reported on Phase IV, V and VI. Putting plants on the steep "Gateway" hillside on Penn Avenue now appears unworkable for a number of reasons. One alternative is to change the grant to erect solar panels that would then be used to power street lights. The hillside is south-facing and this would give West Reading the reputation of being known as a Green Community.

### **Promotion and Marketing**

Nancy Campbell, *Art on the Avenue* sub-committee member, addressed the board. A large map showing vendor and activity centers was displayed. Ms. Campbell stressed the need for volunteers for the event. She also requested that all Art on the Avenue related bills be paid on-time. All the frogs are now complete and will remain on the avenue for about a month. The four frogs will be placed with one in each of the 400, 500, 600 and 700 blocks of Penn Avenue.

Ms. Keller, Farmers' Market Manager, reported the market will open for the season on Sunday, June 7<sup>th</sup> from 9AM-1PM with about 17 to 18 vendors including farmers, bakers, mushroom growers and organic cheese and dairy. In addition, the Farmers' Market

now has 361 Facebook fans which is more exposure than is currently on its mailing list. Ms. Keller thanks Melanie for creating the Facebook fan page.

Ms. Keller asked if she could be added as a signatory to the Farmers' Market account so she can better track expenses. Mr. Keller stated that such an action could not take place tonight as a quorum is not present for the Foundation. It was requested that this item be added to the Agenda for the July Foundation meeting.

Ms. Keller commented on how expensive it is to replace the large Farmers' Market banner every year. Ms. Keller that as an alternative could she proceed with the smaller "flag type" banners to be displayed on streetlight poles. Mr. Tindall stated that no special permits would be required and the subject should be brought up at the next Business Association meeting on July 8<sup>th</sup>.

### **Elm Street Report**

Mr. Rohrbach, Elm Street manager (ESM), reported that the Neighborhood Advisory Committee (NAC) is moving ahead with the Kline Street Mural Corridor project to paint three new murals in the 200 block of Kline Street. Mr. Rohrbach further reported the NAC is working with teachers and students in the Wyomissing Area School District's Mural Arts program to design and execute the murals.

Mr. Rohrbach reported that he will be attending the PA Downtown Center's Annual Conference in Johnstown starting June 7<sup>th</sup> and returning June 11<sup>th</sup>.

Further, Mr. Rohrbach reported that DCED has approved the application for \$375,000 and the contracts have been signed and returned along with the first draw for \$45,000. The ESM will now work with the Borough Manager and Great Valley Consulting to prepare a timeline for the streetscape and infrastructure improvements on Yarnell and Grape streets as well as a Request for Proposals (RFP) for consultants to conduct the necessary planning studies. Mr. Keller reported that during the waterline infrastructure upgrade on Yarnell Street, the Borough's Public Works Department will run a water line and meter into the Community Garden and the Western Berks Water Authority will then donate water for use in the garden.

### **Old & New Business**

Mr. Rohrbach reported he is also working with members of the Wyomissing Area School District's Mural Arts program and Fred Hafer (West Reading Playground Project), to acquire funding for a playground mural through the PA Partners in the Arts program. The application will go out in the Foundation's name and be their

contribution to the project. Mr. Keller, as President of the Foundation, directed Mr. Rohrbach to proceed with the grant, noting he would sign the application.

Doris Burkhart, Berks County Antiques Dealers Association, told the board about their event at the Masonic Temple on August 8<sup>th</sup> and 9<sup>th</sup>. A problem they have had in the past has been people from out-of-town getting lost. She proposed giving Main Street free space at their event in return for business owners displaying posters with directions. The matter will be discussed further at the next Promotions and Marketing meeting on June 10<sup>th</sup>. Ms. Burkhart also asked about putting up a banner across Penn Avenue and was told it would have to comply with safety requirements.

### **Adjournment**

**MOTION** to adjourn was made at 7:23PM by Ms. Degler and seconded by Ms. Wells. Motion passed 3-0.