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## **WEST READING MAIN STREET AUTHORITY BOARD MINUTES**

**September 14, 2009**

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

Shane J. Keller (Mayor of West Reading) Chairman; Secretary, John C. Woodward (Third and Spruce Café), Vice Chairman; and Caitlin Degler (Berkshire Bank), Treasurer. A quorum was present.

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

Carol Wells (Sweet Surprises), Secretary; and Kevin Conrad (West Reading Borough Council), Member

### **Staff Present**

Dean L. Rohrbach, Elm Street Manager; and Melanie B. Weidner, Main Street Administrative Assistant

### **Guests Present**

Larry S. Shaub CPA Partner, Reinsel Kuntz Leshner; Nathalie R. Kulesa, West Reading Borough Council President; and George Tindall (Borough Manager).

### **Call to Order**

Mr. Keller called the Main Street Authority meeting to order at 7:04PM.

### **Public Comment**

There were no public comments.

### **Approval of Meeting Minutes**

**MOTION** to approve the July 6, 2009 and August 3, 2009 Main Street Authority minutes was made by John C. Woodward and seconded by Shane J. Keller. (3-0)

### **Presentation of 2008 Financial Report**

Larry S. Shaub, CPA, Audit Services Group, Reinsel Kuntz Leshner presented four reports his firm prepared in accordance with generally accepted auditing standards for the Authority. The first report contained the audit of the Authority's financials for 2008. This is the first time the Elm Street program was included in the Authority's audit. In prior years, the relationship between the Authority and Elm Street wasn't well understood. The second report was the audit communication or management letter detailing weaknesses in our accounting systems and recommendations for improvement. No substantial weaknesses were discovered and those that were are minor and not uncommon for organizations of our size. We will now prepare a response letter detailing how we plan to address their findings. The final two reports were Project Audits required by the state under the terms of our DCED contracts. The Project Audit for Contract #C000020767 covers the South Second Avenue streetscape improvements and 2008 Façade Program. Interest on the state funds from this contract (estimated at \$2,772) and unspent funds (\$199) must be returned to the state. The final Project Audit was for Contract #C000016714 covering the state contract for operating expenses for West Reading Elm Street Program Year-1, Year-2 and Year-3.

### **Treasurer's Report**

Authority Treasurer Caitlin Degler reported according to current projections, the organization should be back in the black beginning next month. The auditors have been paid. Now we'll focus on our legal bills.

**MOTION** to accept the May, June and July Authority Treasurer's Reports was made by John C. Woodward and seconded by Shane J. Keller. (3-0)

### **Business Association Team**

Caitlin Degler reported fifteen people participated in the Atlantic City Bus Trip and said they would like to do it again. While it was a good mix of people and gave everyone the chance to get to know one another, we still lost money on the event.

The Code/Zoning Fact Sheet for Penn Avenue merchants is almost ready. Ms. Wells is continuing to work with Code Enforcement Officer Gerald Trate to put it together.

### **Elm Street Report**

A copy of the Elm Street Manager's Report was included in member's packets. Mr. Rohrbach, Elm Street manager (ESM), reported the August financial portion of his report is available because documents have yet to be received from the bookkeeper.

Approximately twenty-five volunteers participated in the Day of Caring event. We cleaned up along the Schuylkill as well as weeding the Hillside Flower Garden at Chestnut and Obold Streets.

Mr. Rohrbach stated the Request for Proposals (RFP) to hire consultants to conduct the planning studies for expanding the Elm Street program into a new neighborhood are ready to go out. Copies were emailed to Authority members last week.

**MOTION** to authorize the Elm Street manager to put the RFP out was made by John C. Woodward and seconded by Caitlin Degler. (3-0)

### **Old & New Business**

Shane J. Keller reported supervised minimum-security inmates from Berks County Prison's work detail will soon begin to clean sidewalks, sweep litter and maintain tree pits on Penn Avenue once a week. We will need to purchase some equipment for them which will be kept at the borough garage.

**MOTION** to approve the purchase of tools and equipment to allow the work detail to do the job was made by Caitlin Degler and seconded by John C. Woodward. (3-0)

Mr. Woodward reported he met with Creative Services and they will produce advertisements for the bus shelters including cleaning cases and properly installing the ads for \$85/each. That does not include the art work. West Reading businesses will be given priority for getting the bus shelter ad space. Our deadline is October 15<sup>th</sup>.

Mr. Keller reminded Authority members the Elm Street manager's annual evaluation is due. Mr. Rohrbach was asked to send member's black copies of the form.

### **Adjournment**

Meeting adjourned at 8:03PM.

Next meeting of the Main Street Authority is scheduled for Monday, October 5, 2009 at 7:00PM in West Reading Borough Hall.