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## **WEST READING MAIN STREET AUTHORITY**

### **BOARD MINUTES**

**October 5, 2009**

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

Shane J. Keller, (Mayor of West Reading) Chairman; John C. Woodward, (Third and Spruce Café), Vice Chairman; Caitlin Degler, (Berkshire Bank), Treasurer; Carol Wells, (Sweet Surprises), Secretary; and Kevin Conrad, (West Reading Borough Council), Member.

A quorum was present.

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

None

#### **Staff Present**

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

#### **Guests Present**

Peter Chu, (Charming Nails); Nancy Campbell, (The Compleat Baldwin Brass); Rita Ditsky, Dr. Mark G. Dougherty, (Penn Avenue Dental); Dave Weidenhammer (Neighborhood Advisory Committee Chairman); and Lori Weidenhammer, (Neighborhood Advisory Committee, member).

#### **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 September 14, 2009 Main Street Authority minutes was made by John C. Woodward and seconded by Caitlin Degler. (5-0)

### **Treasurer's Report**

Authority Treasurer Caitlin Degler reported the Authority is still getting out of debt with one remaining \$1,500 payment due to the auditors then we'll be able to focus on paying down our legal bills.

**MOTION** to accept the August and September 2009 Treasurer's Reports was made by John C. Woodward and seconded by Carol Wells. (5-0)

### **Business Association Team**

Carol Wells reported eighteen people participated in the Atlantic City Bus Trip; the new business brochure will be out in the next three weeks; a fire prevention section is being prepared for the borough/merchant regulation guidebook; and the BAT is working with the Greater Reading Young Professionals to have a trick or treat night on the avenue on Thursday, October 29<sup>th</sup>.

### **Elm Street Report**

A copy of the Elm Street Manager's Report was included in member's packets. Mr. Rohrbach, Elm Street manager (ESM), explained his report's format is different this month to reflect the status of the five projects funded through our DCED grant. They include: Yarnell & Grape Streetscape Improvements; Spruce Street Retaining Wall; 2009-10 Façade Program; Deer Alley Property Encroachment Survey; and the Elm Street Expansion Neighborhood RFP.

The ESM also reported the Ten Points Community Garden will close for the year on November 1<sup>st</sup>. Gardeners who have not cleared their plots by then will lose their deposit. The Neighborhood Advisory Committee will hold the annual Ten Points Halloween Party once again at Bethany Lutheran Church from 6-8 PM. We'll have prizes for costumes: scariest, funniest and most original.

### **Old & New Business**

Shane J. Keller reported the need for the Authority and Foundation Treasurers as well as the ESM to meet on October 15<sup>th</sup> to prepare the 2010 budget for approval at the November Authority meeting.

Shane J. Keller called Authority member's attention to correspondence received from Sam Loth regarding payment he feels is owed to him under his contract with the borough for services involved in obtaining grant funds for the Phase 4 & 5. Authority

solicitor, Dan Becker, said he is in contact with Mr. Loth. The borough manager, George Tindall, has said he's working on a plan to pay the almost \$35,000 even though the county needed to spend an additional \$150,000 to finish the projects. Additionally, it has yet to be determined if the projects will require the additional expense of audits.

Mr. Woodward reported due to some miscommunication not all the information he gave last month concerning the bus shelter advertising was accurate. Artwork will cost \$60 and installation will cost an additional \$60. He is trying to rent them for 150/month. To date, he has interest for five of the locations. Three are left. West Reading businesses will be given priority for getting the bus shelter ad space. Our new deadline to have the shelters producing revenue is November 1st.

**MOTION** to authorize John Woodward to negotiate and execute the bus shelter advertising contracts with potential customers was made by Kevin Conrad and seconded by Caitlin Degler. (5-0)

Shane J. Keller stated the Authority will convene a special meeting to complete the Elm Street Manager's (ESM) annual evaluation. Authority members requested last year's be sent to them. Members of the NAC will also be asked for their input.

The ESM reported we were successful on our two grant requests to the PA Partners in the Arts program resulting in \$1,765 for The Playground Project mural and \$1,249 for publicly-created public art during next year's Art on the Avenue event.

The borough's intent to explore installing high-tech parking meters with sensors was discussed. Kevin Conrad said Traffic Committee is looking into putting out a Request for Proposals (RFP) to urban planning firms to determine the impact and effects meters would have on residents, merchants, and borough finances. The Authority would then make a recommendation to borough council. The Traffic Committee will be discussing meters at the next few meetings on the second Thursday at 7PM in borough hall.

### **Adjournment**

Meeting adjourned to executive session at 8:03PM.