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WEST READING MAIN STREET AUTHORITY

BOARD MINUTES

NOVEMBER 2, 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

Mark G. Dougherty, Suzanne Thompson, Rebecca Keller, Tom Evans; George I. Tindall, Rebecca Simmons, Lynda Kuhn, Gracie Simmons, Don Haines, Shelia Scott, Elizabeth Heckler, Robert Behling, Jay Kupiszewski, Robin Ambrosiani, Teri Ehrich and Chris Reber.

Call to Order

Mr. Keller called the Main Street Authority meeting to order at 7:00PM.

Public Comment

There were no public comments.

Approval of Meeting Minutes

MOTION to approve the October 5, 2009 Main Street Authority minutes was made by John C. Woodward and seconded by Kevin Conrad. (5-0)

Treasurer's Report

Authority Treasurer Caitlin Degler asked that the October Treasurer's Report be tabled until next meeting.

Business Association Team

Carol Wells reported the Business Association Fall Mixer will be hosted by Heartfelt Hands Day Spa and Go Fish on Tuesday, November 10th from 5PM to 8PM.

The new, updated Penn Avenue Business Brochures are finished, printed and ready for distribution.

DRAFT copies of the West Reading Reader newsletter were distributed to Authority members. Copies should be ready to go out later this week.

Old & New Business

2010 Budget: Changes to the 2010 Authority budget were discussed that would result in a new total net of \$41,885. **MOTION** to approve the 2010 Authority budget contingent on Mr. Conrad's amendment of removing line item #400.32 (Management Consultant) and borough council agreeing to pick up that expense and to eliminate Phase 4 and 5 was made by Carol Wells and seconded by Caitlin Degler. (5-0)

Mr. Woodward reported all bus shelter advertising space is taken except for one location. Artists are currently putting the pieces together. Our goal is to have all the shelters rented and online producing revenue by January 1, 2010.

Mr. Keller stated the Elm Street Manager's evaluation forms have been received from Authority members but still need to be shared with the NAC Chair and that the Executive Committee will meet before the new year begins.

Mr. Woodward reported the Wyomissing Economic Development Activity Committee has endorsed the Penn Corridor project and may recommend funding be allotted.

Public Hearing

The Elm Street Manager (ESM) explained the purpose of the hearing is to solicit public input as to what should be included in our 2010 DCED Residential Reinvestment matching grant application. The maximum amount for funding is \$250,000 and requires

a minimum of a 10% match. The ESM explained there is no guarantee our application will be accepted.

The first step in the process is to conduct a public meeting to get residents input of what we should put into our application. This is residents chance to tell us what needs they want to see addressed in the neighborhood and to get their comments into the record.

The ESM reported the Deer Alley property survey is completed and presented the resulting map. The study was commissioned to determine if encroachment had occurred on the public right-of-way preventing fire trucks from entering and creating a safety hazard. As anticipated, the study shows encroachment has occurred. The idea of using Residential Reinvestment funds to move the retaining wall was discussed. No one felt this was a good use for the funding.

The ESM explained that NAC member's expressed some ideas at their October meeting. NAC members proposed doing more acquisitions of multi-unit rental properties (that were formally single family homes) and rehabbing them like the project we're currently doing with Habitat for Humanity at 100 Yarnell Street to help reduce density. Another idea was to target the intersection at Third and Chestnut for sidewalk and streetscape improvements since it is the geographic center of the Ten Points neighborhood. Other ideas included more funding for the façade program; more funding for sidewalk repairs; and creating a Revolving Loan Fund for low interest emergency and other home repairs. A discussion ensued.

The ESM asked if anyone had any other suggestions for use of Residential Reinvestment funds to address neighborhood problems. Those present agreed the NAC member's suggestions were all a good use of funds and should be included in our 2010 DCED application.

Elm Street Report

A copy of the Elm Street Manager's Report including the Third Quarter Report was handed out to Authority members.

MOTION to approve the new Façade Improvement Grant guidelines with the change of substituting the phrase "Borough Utility Bills (water, sewer, trash)" for "borough water bills" and that all applications will be subject to a lien search was made by Mr. Woodward and seconded by Mr. Conrad. (5-0)

MOTION to approve acquisition/rehabilitation projects; additional façade grants; creation of a Revolving Loan Fund; and additional curb, sidewalk repairs as official

Authority/NAC goals for 2010 was made by Mr. Woodward and seconded by Caitlin Degler. (5-0)

MOTION to approve submitting a 2010 DCED Residential Reinvestment matching grant application to West Reading Borough Council with a recommendation for their approval was made by Kevin Conrad and seconded by Caitlin Degler. (5-0)

Adjournment

MOTION to adjourn was made at 8:08PM by Caitlin Degler and seconded by Kevin Conrad. (5-0)