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**West Reading Main Street  
500 Chestnut Street  
West Reading, PA 19611**

**610-685-8854**

**Fax: 610-685-9061**

**E-mail: [info@westreadingmainstreet.org](mailto:info@westreadingmainstreet.org)  
[www.westreadingmainstreet.org](http://www.westreadingmainstreet.org)**



## **WEST READING MAIN STREET AUTHORITY**

### **BOARD MINUTES**

**DECEMBER 7, 2009**

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

Shane J. Keller, (Mayor of West Reading) Chairman; John C. Woodward, (Third and Spruce Café), Vice Chairman; Secretary; and Kevin Conrad, (West Reading Borough Council), Member. A quorum was present.

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

Caitlin Degler, (Berkshire Bank), Treasurer; and Carol Wells, (Sweet Surprises).

#### **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, (Penn Avenue Dental); Suzanne Thompson, (Neighborhood Advisory Committee, member); Robin Ambrosiani (Neighborhood Advisory Committee, member); and Nathalie Kulesa, (Borough Council President).

#### **Call to Order**

Mr. Keller called the Main Street Authority meeting to order at 7:08PM.

#### **Public Comment**

There were no public comments.

### **Approval of Meeting Minutes**

**MOTION** to approve the November 2, 2009 Main Street Authority minutes was made by John C. Woodward and seconded by Kevin Conrad. (3-0)

### **Treasurer's Report**

The October and November reports were tabled until next meeting due to absence of Authority Treasurer Caitlin Degler.

### **Business Association Team**

The Business Association Team report was tabled until next meeting due to absence of Carol Wells.

### **Main Street Update**

Mr. Keller reported Lynne Burns tendered her resignation as Chair of the Design Team and the Foundation appointed him interim Chair. Also, Dr. Mark G. Dougherty has sorted through the outstanding requests for Façade and Sign Grant reimbursement and a number of Façade and Sign Grant applications were approved. The current application forms and process are being reviewed.

### **Elm Street Report**

A DRAFT copy of the 2010 DCED Residential Reinvestment grant application was handed out to Authority members. The Elm Street Manager reported requires a minimum 10% local match but by collaborating with Habitat for Humanity and Berks County Community Development office we have achieved a 57% match vastly strengthening our application.

Mr. Rohrbach introduced Neighborhood Advisory Committee member Robin Ambrosiani who chaired the sub-committee charged with reviewing and making a recommendation concerning consultant proposals received during our RFP process. Ms. Ambrosiani stated the seven member sub-committee reviewed three proposals and ranked them according to the criteria listed in the RFP. The committee recommends the Authority award the contract to Derck & Edson Associates of Lititz. **MOTION** to retain Derck and Edson Associates to conduct the studies stated in our RFP subject to executing a written agreement suitable to the Authority was made by John C. Woodward and seconded by Shane Keller. (2-0- Kevin Conrad abstaining)

Mr. Rohrbach presented copies of Michele Burn's 'café scene' concept that the Neighborhood Advisory Committee approved at their November meeting for the Kline Street Mural Corridor Project.

### **Old & New Business**

Mr. Woodward reported all bus shelter advertising space is taken except one location. The ads should be up by the end of the week.

The 2010 Authority meeting schedule was discussed. It was decided to keep the current schedule of meeting the first Monday of the month at 7PM with the exception of January, July and September when the Authority will meet on the second Monday. **MOTION** to approve the 2010 meeting schedule was made by John C. Woodward and seconded by Kevin Conrad. (3-0)

The Authority went into Executive Session at 7:30PM.  
The Authority came out of Executive Session at 7:56PM.

Mr. Keller noted despite their outstanding performance, Mr. Rohrbach and Ms. Weidner had not received a raise in 2009. **MOTION** to approve a 3% raise for both Mr. Rohrbach and Ms. Weidner was made by John C. Woodward and seconded by Kevin Conrad. (3-0)

#### **Adjournment**

**MOTION** to adjourn was made at 7:59PM by Kevin Conrad and seconded by John C. Woodward. (3-0)