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**WEST READING MAIN STREET AUTHORITY
BOARD MINUTES
JANUARY 11, 2010**

Authority Board of Directors Present

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

Guests Present

Amber Rambo, Don Haines, (Neighborhood Advisory Committee); and Nathalie Kulesa, (Borough Council President).

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 December 7, 2009 Main Street Authority minutes was made by Kevin Conrad and seconded by John C. Woodward. (5-0)

Treasurer's Report

Authority Treasurer Caitlin Degler stated she has reviewed the October, November and December financial reports. Elm Street is strong ending the year with a net of \$22,000. Main Street is still technically operating at loss and it is difficult to determine exactly what remains to be paid but the debt to Partners Design and Kozloff Stout is coming down.

Mr. Conrad stated Authority members need to have a list showing the last bills paid and those that need to be paid till the end of the month. Mr. Rohrbach explained the complications we are experiencing with our current bookkeeper. **MOTION** to seek quotes for a new bookkeeper was made by John C. Woodward and seconded by Kevin Conrad. (5-0) Mr. Rohrbach said we will also post it on the Web.

Ms. Degler said she would email out the year-end December statements to Authority members so they can be approved at the February meeting.

Main Street Update

Mr. Keller reported about 85% of the Façade and Sign Improvement Program grant checks have been distributed.

Elm Street Report

A DRAFT copy of the 2009 Year-End Report of Accomplishments was distributed to members showing contributors, volunteer organizations, NAC committee benchmarks, and year-end program impact numbers. Copies of the PA Ethics Commission's Statement of Financial Interests forms were also distributed to Authority members. The forms are due May 1st.

The contract with Derck & Edson Associates of Lititz to perform the studies and services required by DCED for the expanding the Elm Street program into a new neighborhood was discussed. The only point of contention is they require us to provide GIS Mapping of the neighborhood and the borough doesn't currently have that capability. Mr. Woodward stated Wyomissing Borough used an intern from Penn State to conduct their GIS Mapping project.

MOTION to allow the Elm Street manager to execute the Derck and Edson Associates contract with the item requiring the GIS Mapping removed was made by John C. Woodward and seconded by Caitlin Degler. (5-0)

Old & New Business

Mr. Woodward reported the ads are up and only one bus shelter advertising space is left. The Reading Hospital is paid up for half a year till June 30, 2010.

Mr. Conrad read a letter critical of the borough's parking enforcement practices in the 500 block of Penn Avenue. A discussion ensued about parking meters, more 'friendly' enforcement officers, and employees parking on Penn Avenue. Mr. Keller stated this issue is better suited for discussion during the borough's Traffic Committee meeting.

Ms. Degler said she has received complaints from people unable to contact the Main Street office and asked if the Authority was interested in acquiring a time clock for employees. Ms. Wells stated she also has received complaints. Mr. Keller stated exempt and non-exempt as well as hourly and salaried employees need to be treated differently.

Mr. Woodward asked how much it would cost to restart the BID. Mr. Keller answered about \$10,000. The borough paid the costs last time.

Ms. Wells asked about the status of hiring a new Main Street director. Mr. Rohrbach replied there is \$25,000 in budget so the issue should be revisited again around June as part of a full look at Main Street's financial position.

Ms. Degler stated the Greater Reading Young Professionals is raising funds for Opportunity House and asked everyone for a personal donation of \$5.00. Everyone agreed.

Mr. Conrad read letter stating due to the number of commitments he has to the community and the desire to spend time with his family he is resigning from the Authority board effective immediately. **MOTION** to reluctantly accept Mr. Conrad's resignation was made by Carol Wells and seconded by John C. Woodward. (4-0)

Adjournment

MOTION to adjourn was made at 7:42 PM by John C. Woodward and seconded by Caitlin Degler. (4-0)