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**WEST READING MAIN STREET AUTHORITY
BOARD OF DIRECTORS MEETING**

MINUTES

APRIL 4, 2011

Authority Board of Directors Present

Carol Wells, (Sweet Surprises), Secretary; Caitlin Degler, (Berkshire Bank), Treasurer; and Phil Wert, (West Reading Borough Council), Member. A quorum was present.

Authority Board of Directors Absent

Shane J. Keller, (Mayor of West Reading), Chairman; and John C. Woodward, (Third and Spruce Café) Vice Chairman,

Staff Present

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

Guests Present

Brett Bagenstose (Neo-Pangea), Elizabeth Heckler (Borough Council member); Richard Sichler (Borough Manager); and Tina Shank (Tina's Salon).

Call to Order

Carol Wells called the meeting to order at 7:02PM.

Public Comments

Ms. Heckler told board members how much she appreciates having copies of MSA minutes as part of Borough Council's monthly packet.

Approval of Meeting Minutes

MOTION to approve the March 2011 Main Street Authority (MSA) minutes was made by Phil Wert and seconded by Caitlin Degler. (3-0)

Treasurer's Report

Ms. Degler reported copies of the monthly account balances and accounts payable report were included in MSA member's packets. As of March 31, 2011, the MSA General Fund

has \$30,837.74, the MSA Business Association \$5,802.94, and Elm Street \$41,669.89 in its operating account and \$47,525.03 in its money market fund. Ms. Degler mentioned the need for a bookkeeper in order to have better financial tools. It was decided this matter would be discussed further in Executive Session.

The signature cards for our Sovereign Bank accounts are not yet ready to be updated. Ms. Degler will let signers know when and then each individual signer will have to go into the Wyomissing branch office to sign them individually.

It was noted for the record Dean L. Rohrbach is authorized to act as a second signatory on checks this month but not his own.

MOTION to approve the March accounts payable report was made by Caitlin Degler and seconded by Phil Wert. (3-0)

Business Association

Carol Wells reported Wine Down will supply wine and Addy Cakes will supply cupcakes for the Business Association Spring Mixer on Wednesday, April 13th from 6-8PM at The Last Level game shop. The event promises to be very entertaining.

Ms. Wells also reported thanks to the great work of our Block Captain system we now have 51 BA members and the Greater Reading Chamber said BA members could attend Chamber human resource and other seminars because the MSA is a member.

Elm Street Report

Mr. Rohrbach there is no written Elm Street Report this month. Elm Street took in \$38,000 during the First Quarter from private and foundation sources. Fundraising continues to be a high priority so we can meet The Wyomissing Foundation matching grant of \$17,500. (We have \$9,500 to go.)

The *Community Garden* opens Saturday, April 16th from 12-2PM. At 1PM the NAC will dedicate a memorial plaque in the garden honoring *Lori Weidenhammer*, who passed away last year.

Our annual *Earth Day Clean Up* event will be Saturday, April 30th from 9AM-2PM. We will rendezvous at South 2nd Avenue and Chestnut Street.

Old & New Business

Mr. Bagenstose gave an update on the Neo-Pangea website/marketing project including displaying examples of work in progress. The web pages will have a home made, hand drawn feeling reflecting the small town atmosphere of West Reading. The main headings will be Live, Play and Work. Click buttons will link to Facebook, Twitter, etc. so people can share information with others. The site will automatically scroll with no flash player so it will work on I-Pads. To date, 40 of the 145 businesses have filled out the online form and sent photos. There's a problem with having photos of available real

estate for sale or rent by Realtors® since they want to charge an expensive fee. Various ideas around the problem were discussed. At a later date people could submit their own real estate ads for approval by someone at the MSA office.

Caitlin Degler stated she and Ms. Weidner will finalize the MSA budget and will have a 2011 budget for approval next month. Mr. Rohrbach reported the Elm Street portion of the 2011 budget is complete.

Mr. Rohrbach stated we have received copies of the auditor's Letter of Engagement to perform the MSA 2010 audit. **MOTION** to execute the Letter of Engagement was made by Caitlin Degler and seconded by Phil Wert. (3-0)

Mr. Rohrbach informed MSA members about a new group called the Wyomissing Foundation Committee and the meeting he and John Woodward attended with representatives from the Janssen Foundation, Tulpehocken Limited, Berks Community Development, The Reading Hospital, and a private urban revitalization consultant from Philadelphia.

The MSA went into executive session at 7:53PM and emerged at 8:13PM. **MOTION** to hire Eddie Mae Galliard at \$10/hour twenty hours per week was made by Caitlin Degler and seconded by Phil Wert. (3-0) Ms. Weidner was instructed to determine the conditions for AARP to pay for Ms. Galliard's training in QuickBooks.

Adjournment

MOTION to adjourn was made at 8:54PM by Caitlin Degler and seconded by Phil Wert. (3-0)

**NEXT MSA MEETING: MONDAY, MAY 2, 2011 AT 7PM
WEST READING BOROUGH HALL, 500 CHESTNUT STREET**