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

610-685-8854

Fax: 610-685-9061

**E-mail: info@westreadingmainstreet.org
www.westreadingmainstreet.org**



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

MINUTES

JUNE 6, 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; Dan Becker, Solicitor, (Kozloff Stoudt); and Eddie Mae Gilyard, Administrative Support Coordinator.

Guests Present

Carl Seel, Arizona House of Representatives, District 6; Dr. Mark G. Dougherty (Penn Avenue Dental); and Brett Bagenstose (Neo-Pangea).

Call to Order

Carol Wells called the meeting to order at 7:00PM.

Public Comments

The Honorable Carl Seel stated he runs a business that publishes two monthly Shopper magazines in Arizona which are similar to the Coupon Clipper but focuses on a smaller area usually 3-5 miles within a businesses location. He said he would like to start a similar business here targeting Wyomissing and West Reading demographics and attended tonight's MSA meeting to determine if their would be interest from area businesses. Mr. Seel was encouraged to attend the Business Association meeting on Wednesday where there would be a larger representation of the business community.

Approval of Meeting Minutes

Approval of the May 2011 MSA minutes was tabled.

Treasurer's Report

Copies of the monthly account balances, accounts payable report, budget performance report, and DRAFT 2011 budget were included in MSA member's packets. Ms. Degler, MSA Treasurer, reported as of May 31, 2011, the MSA General Fund has \$30,822.28; the MSA Business Association \$7,617.39; and Elm Street \$47,932.72 in its operating account and \$57,929.70 in its money market fund.

Ms. Degler stated Sovereign Bank requires a copy of the minutes authorizing signers for our Sovereign Bank accounts before signers can go to the Wyomissing branch office to sign the cards. Dean L. Rohrbach said he would follow-up and a copy of the minutes to the bank. Signers will then be notified when the accounts are ready.

MOTION to approve the June accounts payable report was made by Carol Wells and seconded by Phil Wert. (3-0)

Eddie Mae Gilyard reported her comparison study looking at various phone providers showed there would be no competitive advantage in changing providers at this time.

MOTION to approve the revised 2011 budget was made by Caitlin Degler and seconded by Phil Wert. (3-0)

Business Association

Carol Wells reported the Business Association now has 70 members and is still growing.

The *Love West Reading* Block Party on Friday, May 13th was a huge success with perfect weather and a large crowd. Melanie B. Weidner reported because the Reading Eagle messed up our advertising that day they gave us free ads on WEEU radio the day of the event—a \$1,000 value.

Elm Street Report

Mr. Rohrbach stated his monthly report is included in member's packets. The ESM's main focus right now is preparing for Elm Street's Let's Paint the Town event on September 14th to paint ten homes on South 6th Avenue in historic colors using United Way volunteers during their Cay of Caring. Additionally, the ESM reported he is continuing to write grants to fund projects and operations.

Old & New Business

Brett Bagenstose reported Phase One is now complete and the website is up and running. Mr. Bagenstose handed out a list of Phase Two options with website and advertising options. Dan Becker asked if the contract contained the same language used in the Phase One document. Mr. Bagenstose said it does. Furthermore, Mr. Bagenstose recommended increasing traffic to the *Love West Reading* website through advertising.

Carol Wells instructed MSA members to review the options listed for Phase Two and pick and choose which we want to move forward with before next month's meeting.

Mr. Rohrbach reported aspects of projects the Wyomissing Foundation's *West Reading Task Force* are working on are included in the ESM monthly report.

It was decided to hold the September 12th MSF meeting downstairs at Chief Allen's on Penn Avenue to facilitate greater merchant attendance. Carol Wells said she would make the arrangements. Mr. Rohrbach said he would notify TRHMC we will no longer need their facilities on that day.

Carol Wells reported the MSA met in executive session on May 15, 2011 to discuss personnel matters. No action was taken.

Adjournment

MOTION to adjourn was made at 7:41PM by Caitlin Degler and seconded by Phil Wert. (3-0)

**Next Meeting: Monday, July 11, 2011 at 6:00PM
at
The Reading Hospital and Medical Center**