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WEST READING MAIN STREET FOUNDATION BOARD MINUTES

SEPTEMBER 14, 2009

Foundation Board of Director Members Present

Shane J. Keller (Mayor of West Reading), President; Deborah Hutcheson (Charles Hutcheson Fine Jewelry), Vice President; Dr. Mark G. Dougherty (Penn Avenue Dental) Secretary; George I. Tindall (West Reading Borough Manager); Member, Rebecca Simmons (Firefly on Penn), Member; and Margaret Bligh (The Reading Hospital and Medical Center), Member. A quorum was present.

Foundation Board of Directors Members Absent

Michael Morrill (West Reading Borough Council), Treasurer; Kevin Conrad (West Reading Borough Council), Member; and Lynda Kuhn (West Reading Resident).

Staff Present

Dean L. Rohrbach, Elm Street Manager; and Melanie B. Weidner, Main Street Administrative Assistant.

Guests Present

Larry S. Shaub CPA Partner, Reinsel Kuntz Leshner; Nathalie R. Kulesa, West Reading Borough Council President; John Woodward, owner, Third and Spruce Café; and Michael Kautter, Kautter & Kelly Architects.

Call to Order

The Main Street Foundation meeting began at 6:03PM.

Public Comment

Michael Kautter, architect, distributed copies to Foundation members of photographs taken along Penn Avenue to bring some items to their attention. Mr. Kautter feels many of Main Street's improvements are showing their age. He pointed to photos of bus shelters that were painted to remove graffiti and pointed out aluminum shouldn't be

painted. Likewise, the cast iron poles have been touched up with non-matching paint. He also mentioned the small frames on the rear walls of the shelters were originally designed to display the bus route schedule on one half and a Main Street calendar of events on the other—something that never happened. Another group of photos showed where sidewalks are being damaged by rock salt and where granite paving tiles need to be re-pointed. Mr. Kautter also felt the street trees have grown sufficiently enough to warrant cutting their metal grills so they're large enough to accommodate future growth. Additionally, Mr. Kautter noted the display banners in use are a foot narrower and two feet shorter than they're original designed. Mr. Kautter pointed to the West Reading sign on the railroad bridge and how the colors have faded from truck exhaust. Finally, Mr. Kautter recommended the Foundation budget to repaint the street lights and banner poles on one block each year.

Approval of Meeting Minutes

MOTION to approve the July 2009 Main Street Foundation minutes was made by Deborah Hutcheson and seconded by George I. Tindall. (6-0) No August minutes due to a lack of a quorum.

Presentation of 2008 Financial Report

Larry S. Shaub, CPA Audit Services Group, Reinsel Kuntz Lesher presented his firm's review of the Foundation's financial data for the year ending 2008. The largest expense item by far was the area of Promotions at \$32,194. Dr. Mark G. Dougherty asked Mr. Shaub to supply the Foundation with a breakdown of these expenses.

Treasurer's Report

The July and August Authority Treasurer's Reports were tabled due to the absence of Mr. Morrill, Foundation Treasurer.

Streetscape Phases IV, V & VI

Mr. Tindall reported Phase 4 & 5 are now completed with only minor punch-list items remaining. Originally, Phase 6 was to landscape the hillside gateway into West Reading. Instead, we would like to use the \$115,000 earmarked for Phase 6 to scale back the landscaping, build a retaining wall and also address drainage issues at the same location. **MOTION** to support the concept of using the Phase 6 funds to construct a retaining wall was made by Dr. Mark G. Dougherty and seconded by Rebecca Simmons. (6-0)

Mr. Tindall reported he is looking into erecting a solar panel array on the hillside gateway for the purpose of selling electricity back to Met-Ed and off-setting utility expenses. Funding for this project involves a lot of technical information. First step is to negotiate a Net Metering Agreement with Met-Ed. We plan to write grants to hire someone with the appropriate solar energy expertise and experience in negotiating with

utility companies. **MOTION** to adopt the goal “West Reading aspires to be a municipal leader in exploring and implementing efficient use of green technology” was made by Deborah Hutcheson and seconded by Dr. Mark G. Dougherty. (6-0)

Promotion and Marketing

Deborah Hutcheson reported the Sidewalk Sale had poor attendance this year due to rain. The committee is looking into moving the date to correspond with First Thursday for next year’s event.

This Saturdays Fall Festival currently has twenty-two artists and ten bands lined up. Volunteers should arrive between 9 and 10AM to help set up.

Partners Design has agreed to assist with updating the Penn Avenue Businesses brochure.

The next Wine Walk is scheduled for Thursday, October 1st. We plan to use standardized cups and distribute a list of rules to avoid past problems.

Old & New Business

Shane J. Keller reported non-dangerous inmates from Berks County Prison’s work detail will soon begin to clean sidewalks, sweep litter and maintain tree pits on Penn Avenue once a week. We will need to purchase some equipment for them which will be kept at the borough garage.

Mr. Keller also reported some confusion resulting from when Nancy Campbell was soliciting funds for Art on the Avenue. It appears some donors were told their contribution would only go toward that event. XXXXXXXXXXXX Nevin’s packet. There are still bills to be paid from the event. The balance will be kept in a separate account. In the future it needs to be made clear to solicitors and donors that use of funds being raised for the Main Street Foundation and the organization’s board will direct their proper use.

MOTION to approve the Main Street Foundation’s Public Comments Policy was made by Margaret Bligh and seconded by Dr. Mark G. Dougherty. (6-0)

Dr. Mark G. Dougherty asked about the status of the Taste of West Reading event. Several views of possible ways to conduct the event were discussed.

Adjournment

Meeting adjourned at 7:02PM.

Next meeting of the Main Street Foundation is scheduled for Monday, October 5, 2009 at 6PM in West Reading Borough Hall.