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WEST READING MAIN STREET FOUNDATION BOARD MINUTES

OCTOBER 5, 2009

Foundation Board of Director Members Present

Shane J. Keller (Mayor of West Reading), President; Dr. Mark G. Dougherty (Penn Avenue Dental) Secretary; George I. Tindall (West Reading Borough Manager); Member, Rebecca Simmons (Firefly on Penn); Member; Michael Morrill (West Reading Borough Council), Treasurer; Kevin Conrad (West Reading Borough Council), Member; and Lynda Kuhn (West Reading Resident). A quorum was present.

Foundation Board of Directors Members Absent

Deborah Hutcheson (Charles Hutcheson Fine Jewelry) Vice President; and Margaret Bligh (The Reading Hospital and Medical Center), Member.

Staff Present

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

Guests Present

John Woodward, (Third and Spruce Café); Nancy Campbell, (The Compleat Baldwin Brass); Rita Ditsky, (Seghetti's Italian Market); Dave Weidenhammer (Neighborhood Advisory Committee Chairman); Caitlin Degler, (Berkshire Bank); Carol Wells, (Sweet Surprises); and Lori Weidenhammer, (Neighborhood Advisory Committee, member).

Call to Order

Mr. Keller called the Main Street Foundation meeting to order at 6:03PM.

Public Comment

Nancy Campbell stated she had asked for a final accounting report of the Art on the Avenue event at the August Foundation meeting and has yet to receive one. Mr. Keller responded he had emailed her what was available in August but that there were still

bills outstanding at that time. Melanie B. Weidner said she would try to have a final report by the end of the week. Mrs. Campbell said she and others on the Art on the Avenue subcommittee raised over \$30,000 and they wanted to review the bills and didn't understand why it was taking so long. Various opinions were aired concerning who was in charge of the event and the rain date snafu with Penn DOT permits ensued. Mr. Conrad stated Ms. Campbell should have thanked the volunteers who worked in the rain to help with the event. Mrs. Kuhn stated blame goes both ways and reminded everyone a successful business district depends people being able to put aside their differences and work together. Ms. Ditsky said there needs to be better communication between borough officials and merchants. Mr. Keller agreed saying it's time to put aside the blame and focus on what worked and what didn't so we can make next year's Art on the Avenue event better.

Approval of Meeting Minutes

MOTION to approve the September 14, 2009 Main Street Foundation minutes was made by Rebecca Simmons and seconded by George I. Tindall. (7-0)

Treasurer's Report

Michael Morrill, Foundation Treasurer, said he reviewed the July, August and September statements and that there was not a lot of activity. The profit and loss statement shows about \$36,000 of which \$30,000 was for the façade program. September showed \$4,363 in expenses. There is \$45,392 in checking and savings of which \$30,000 is for the façade program. There were no questions. **MOTION** to approve the Treasurer's Report was made by Mrs. Kuhn and seconded by Mr. Tindall. (7-0)

Streetscape Phases IV, V & VI

Mr. Tindall reported Phase's 4 & 5 are now complete with only minor punch-list items remaining. A preliminary schematic of a proposed retaining wall was presented. Originally, Phase 6 was to landscape the hillside gateway into West Reading. Instead, the \$115,000 earmarked will be used to scale back the landscaping, build a retaining wall and also address drainage issues at the same location.

Promotion and Marketing

Rebecca Simmons reported the Fall Festival enjoyed beautiful weather; the beer tent grossed about \$5,000 and merchants were happy with the crowds and business they did that day.

Ms. Simmons also stated shops were full for the October 1st Thursday on Penn's Wine Walk. The committee would like to do the Wine Walk quarterly and get the Penn Corridor to support the event by involving shops in Wyomissing and Reading. The Wine Walk was an excellent way to get shops on Penn to stay open at night. Finally, Ms. Simmons reported the Holiday Glow event is in the preliminary planning stages.

Old & New Business

Shane J. Keller stated copies of 2009 budget were included in Foundation member's packets. In years past, the Taste of West Reading event had been a major fund raiser. There was some discussion of changing the events format. Ms. Degler said earlier this year, she and Ms. Wells had approached potential sponsors about auction items but had been put on hold waiting for sponsorship packets from the Main Street director.

Mr. Keller instructed said the Authority and Foundation Treasurers as well as the ESM should plan to meet on October 15th to prepare the 2010 budget for discussion and approval at the November Authority meeting.

The Farmers' Market Manager's salary was discussed. The Farmers' Market now has about twenty regular vendors; generates about \$5,000 and many vendors report they regularly sell out. **MOTION** to decide how much and how often to pay the Farmers' Market Manager to be made during the November Foundation meeting was made by Mr. Conrad and seconded by Mr. Tindall. (6-0 with Mr. Keller abstaining)

Adjournment

MOTION to adjourn was made 7:00PM by Mrs. Lynda Kuhn and seconded by Mr. Kevin Conrad. (7-0)