
**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 FOUNDATION

BOARD MINUTES

NOVEMBER 2, 2009

Foundation Board of Director Members Present

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

Foundation Board of Directors Members Absent

Michael Morrill (West Reading Borough Council) Treasurer.

Staff Present

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

Guests Present Rebecca Keller, (Farmers' Market Manager); Tom Evans; Gracie Simmons; Don Haines; John Woodward, (Third and Spruce Café); Carol Wells, (Sweet Surprises); Suzanne Thompson, (Neighborhood Advisory Committee, member); and Dan Becker (Kozloff Stoudt).

Call to Order

Mr. Keller called the Main Street Foundation meeting to order at 6:05PM.

Public Comment

There were no public comments.

Approval of Meeting Minutes

MOTION to approve the October 5, 2009 Main Street Foundation minutes was made by Kevin Conrad and seconded by Dr. Mark G. Dougherty. (8-0)

Treasurer's Report

MOTION to table the October Treasurer's Report was made by Kevin Conrad and seconded by Dr. Mark G. Dougherty. (8-0)

MOTION to approve the 2010 Foundation budget contingent on removing line item #400.32 (Management Consultant) and borough council agreeing to pick up the expense was made by Kevin Conrad and seconded by George I. Tindall. (8-0)

Streetscape Phases IV, V & VI

Mr. Tindall reported Phase's IV & V are now complete with the exception of some minor streetlight problems. Only Phase VI remains.

Promotion and Marketing

Deborah Hutcheson reported the Holiday Glow Celebration is being revamped to promote Holiday on the Avenue. It will run from Black Friday through Christmas Eve. A primary focus will be to get merchants to agree to standardized hours. We will also focus on generic and cooperative advertising similar to The Shops at Wyomissing and reinforce West Reading as a destination.

Old & New Business

Art on the Avenue: Shane J. Keller reported all bills are now paid and a final accounting has been completed and distributed. There is a profit of \$6,632. Members of the Art on the Avenue Committee expressed they would like to use funds leftover from the event to purchase additional frog sculptures for next year. A discussion ensued. It appears this would be problematic since donors agreed to 'Sponsorship Packages' that were created state certain levels of sponsorship will be used for the Fall Festival on the Avenue and Holiday Glow events. In order to avoid this type of confusion in the future it was expressed every event should have its own individual budget and we should keep written records of any special donor wishes so everyone is on the same page as to what was agreed.

Farmers' Market: It was decided to pay the Farmers' Market Manger twice a year: halfway through and at the end of the season. Payment will be made roughly every 12 weeks based on the length of the 2010 season which has yet to be determined.

Façade Program: Dr. Mark G. Dougherty volunteered to oversee the Façade Program so there would be board representation. First task is to sort through and pay outstanding requests for reimbursement. Next step is to develop new policies that address issues such as sign grants and building grants and whether funds should be disbursed over time.

Adjournment

MOTION to adjourn was made 6:45PM by Mr. Kevin Conrad and seconded by Margaret Bligh. (8-0)

Next Meeting: Monday, December 7, 2009 at 7:00PM - West Reading Borough Hall - 500 Chestnut Street