
**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

DECEMBER 7, 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; A quorum was present.

Foundation Board of Directors Members Absent

Michael Morrill (West Reading Borough Council); Treasurer and Lynda Kuhn (West Reading Resident).

Staff Present

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

Guests Present

John Woodward, (Third and Spruce Café); Suzanne Thompson, (Neighborhood Advisory Committee, member); and Robin Ambrosiani, (Neighborhood Advisory Committee, member).

Call to Order

Mr. Keller called the Main Street Foundation meeting to order at 6:12PM.

Public Comment

There were no public comments.

Approval of Meeting Minutes

MOTION to approve the November 2, 2009 Main Street Foundation minutes was made by Kevin Conrad and seconded by George I. Tindall. (7-0)

Treasurer's Report

The October and November Report were tabled due to absence of Treasurer Michael Morrill.

Streetscape Phases VI

Mr. Keller reported all plans for Phase VI have been canceled due to budget restraints imposed by business property owner's rejection of the BID. We will attempt to create a public service project for the hillside using Boy Scouts or inmates from BCP.

Design Team

Mr. Keller reported Lynne Burns has tendered her resignation as Chair of the Design Team. **MOTION** to accept Ms. Burn's resignation was made by Deborah Hutcheson and seconded by Rebecca Simmons. (7-0) **MOTION** to appoint Shane Keller interim Chair of the Design Team was made by Rebecca Simmons and seconded by Deborah Hutcheson. (6-1) Dr. Mark G. Dougherty reported he has sorted through the outstanding requests for Façade and Sign Grant reimbursement. Minutes from the November 25th Design Team meeting distributed where a number of Façade and Sign Grant applications were approved. Dr. Dougherty stated our current application forms and process is being reviewed and the Design Team will be presenting new guidelines for adoption at the January meeting.

Promotion and Marketing

Deborah Hutcheson reported the Holiday Glow Celebration is going well. The Friday evening (5-8PM) carriage rides are a big hit with about 90 participates to date. Other activities to promote Holiday on the Avenue include Men's Night Out and Pet Photos with Santa.

Old & New Business

Mr. Keller reported the 2010 budget has moved on to Borough Council unchanged.

The 2010 Foundation meeting schedule was discussed. It was decided to keep the current schedule of meeting the first Monday of the month at 6PM with the exception of January, July and September when the Foundation will meet on the second Monday.

Mr. Keller reported receiving a number of letters concerning rumors the Hard Bean Café will close and a Subway franchise will take its place. It was decided to contact the Hard Bean owner and potential Subway owner to let both know we have funding for the Façade and Sign Grant program.

Shane J. Keller reported also receiving letters from shoppers who were unhappy they received parking tickets. There was a consensus that we can't have selective

enforcement. People get upset when they break the law and get caught. The idea of changing from two to three hour parking might be a partial solution. We need to know what the Business Association thinks and for them to make a recommendation.

Rebecca Simmons stated we need a new model for the Taste of West Reading. She presented a Farm to Table concept that combines using Farmers' Market ingredients and local chefs preparing entrees for a special event. The silent auction should focus on perhaps ten high value (\$500) gift baskets with a ticket price of \$10-15. There was general agreement this was a good idea. Ms. Simmons will prepare a timeline with tasks to present at the January meeting.

Mark G. Dougherty stated we need to start thinking about re-launching the Economic Development Committee which has been inactive for some time.

Adjournment

MOTION to adjourn was made 7:04PM by Mr. Kevin Conrad and seconded by George I. Tindall. (7-0)