
**West Reading Main Street
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**WEST READING MAIN STREET FOUNDATION
BOARD OF DIRECTORS MEETING**

MINUTES

MAY 2, 2011

Foundation Board of Director Members Present

Shane J. Keller (Mayor of West Reading), President; Deborah Hutcheson (Charles Hutcheson Fine Jewelry); Rebecca J. Doubek (Firefly on Penn); Dr. Mark G. Dougherty (Penn Avenue Dental) Vice President; Member; Richard Sichler (Borough Manager); Phil Wert (West Reading Borough Council); Margaret Bligh (The Reading Hospital and Medical Center) Treasurer; Lynda Kuhn, (West Reading Resident) Member and Robin Horman, (LiLiBea's) Secretary. A quorum was present.

Foundation Board of Directors Members Absent

None.

Staff Present

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

Guests Present

None.

Call to Order

Shane J. Keller called the meeting to order at 6:03PM.

Public Comments

None.

Approval of Meeting Minutes

MOTION to approve the April 2011 Main Street Foundation (MSF) minutes with the addition of correcting the misspelled word "borough" was made by Lynda Kuhn and seconded by Robin Horman. (9-0)

Treasurer's Report

Margaret Bligh, MSF Treasurer, reported copies of the monthly account balances and accounts payable report were included in member's packets. As of April 30, 2011, there was \$1,449.79 in the General Fund, \$2,384.14 for Special Events; \$534.28 in the money market fund, and \$3,393.03 for the Farmers' Market. Since DCED has approved our final report for the Façade Program and we don't owe the state any funds, it was decided to keep the \$432.60 remaining in the façade account as a hedge against future emergencies.

A refinement of the 2011 Budget was included in MSF member's packets. Mr. Rohrbach noted a difference of \$11,016 between revenue and expenses. Mr. Rohrbach was instructed to search past minutes to see if the discrepancy was discussed previously. Mr. Wert suggested looking into alternative phone plans such as Vonage to lower expenses. Ms. Weidner said phone costs were last negotiated in 2006.

Signature cards for our Sovereign Bank accounts are on hold. Signers will be notified when they are ready for individual to go to the Wyomissing branch office to sign them individually.

MOTION to approve the April Treasurer's Report was made by Rebecca J. Doubek and seconded by Deborah Hutcheson. (9-0) **MOTION** to approve the March accounts payable report was made by Lynda Kuhn and seconded by Robin Horman. (9-0)

Promotion and Marketing

Deborah Hutcheson reported on the April 30th MBA *Ride for Life* event. A block party atmosphere prevailed but it didn't result in increased sales and there were some snafus such as bikers thinking the No Parking signs meant they weren't allowed to park. Next year signs should include "except motorcycles" and we'll get the information into the bikers promotional literature in advance. Having a representative at VF to act as a liaison/ambassador would also be helpful. Bikers did spend a lot of money on beer and lodging locally. We should consider a beer tent for next year to raise MSF funds.

Art on the Avenue is fast approaching. We will not be using Ozzy's Entertainment for the children's area this year. If we could rent and manage a moonwalk we could make a good return. Insurance is a concern.

Old & New Business

The 2011 MSF fundraising "ask" was discussed. The letter will go out under Shane J. Keller, MSF President's signature and he is working on the final DRAFT.

Melanie B. Weidner reported four new businesses are set to open on the Avenue including Van's Deli who is related to the Hong Thanh Vietnamese Restaurant in Reading.

Adjournment

MOTION to adjourn was made 6:23PM by Lynda Kuhn and seconded by Phil Wert. (6-0)

Next Meeting: Monday, June 6, 2011 at 6:00PM
West Reading Borough Hall - 500 Chestnut Street