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**WEST READING COMMUNITY  
REVITALIZATION FOUNDATION**

500 Chestnut Street  
West Reading, PA 19611

phone: 610-685-8854 | fax: 610-685-9061  
info@wrcrf.org | www.wrcrf.org  
[www.LoveWestReading.org](http://www.LoveWestReading.org)



**WEST READING COMMUNITY REVITALIZATION FOUNDATION  
BOARD OF DIRECTORS MEETING**

**MINUTES  
JUNE 4, 2012**

**Foundation Board of Director Members Present**

Shane J. Keller (Mayor of West Reading), *President*; Dr. Mark G. Dougherty (Penn Avenue Dental), *Vice President*; Robin Horman (LiliBea's), *Secretary*; Margaret Bligh (The Reading Hospital and Medical Center), *Treasurer*; Rebecca J. Doubek (Firefly on Penn), *Member*; and Phil Wert (West Reading Borough Council), *Member*. A quorum was present.

**Foundation Board of Directors Members Absent**

Richard Sichler (Borough Manager), *Member*; Deborah Hutcheson (Charles Hutcheson Fine Jewelry), *Member*; and John Woodward (Third & Spruce Café), *Member*.

**Guests Present**

Katharine Marshall (Volunteer); and Tina Shenk (Tina's Salon and Day Spa), *Owner*.

**Staff Present**

Melanie B. Weidner, *Administrative Assistant*; and Dan Becker (Kozloff Stoudt), *Solicitor*.

**Staff Absent**

Dean L. Rohrbach, *Elm Street Manager*.

**Call to Order**

Mr. Keller called the meeting to order at 6:04PM.

**Public Comments**

Ms. Shenk asked the board to return West Reading Fashion Show line items to the budget. She went on to report a fashion show committee has been meeting on a bi-monthly basis to plan the September 13<sup>th</sup> event which will be held in the Planetarium of the Reading Public Museum. A number of West Reading shops and restaurants have

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**Next Meeting: Monday, July 2, 2012 at 6:00PM**  
West Reading Borough Council Chambers - 500 Chestnut Street

committed to participating in the fundraiser with proceeds equally benefiting Berks Women in Crisis and the West Reading Community Revitalization Foundation. Projected income includes \$2,000 in pledged sponsorships and \$6,000 in ticket sales (200 tickets at \$30 each.) Additionally participating businesses will donate a \$50 item for a raffle (tickets will be sold 5 for \$20 and 1 for \$5.) Expenses will include and \$800 Planetarium rental fee (which will include the stage, tables, chairs, etc needed for the fashion show,) an estimated \$1,500 to \$3,000 special event insurance fee, \$30 Pennsylvania Liquor and Control Board permit, and an estimated \$125 raffle permit from the County of Berks Treasurer's office. Ms. Shenk added no money would be spent on event advertising.

**MOTION** to return West Reading Fashion Show line items to the 2012 budget made by Ms. Doubek and seconded by Ms. Horman. (6-0)

**MOTION** to authorize Mr. Keller to sign the contract with the Reading Public Museum for use of the Planetarium on Thursday, September 13<sup>th</sup> made by Ms. Doubek and seconded by Ms. Horman. (6-0)

**MOTION** to generate and sign a check made out the Reading Public Museum in the amount of \$400 as a retainer fee for the Planetarium rental made by Ms. Doubek and seconded by Ms. Bligh. (6-0)

Ms. Shenk questioned the reasoning behind needing board approval and the timeliness of approvals stating it often frustrated committee members and volunteers. A series of time sensitive ask letters for the *Love West Reading* website, *Fall Festival on the Avenue*, and *Holiday Glow Celebration* were created by a group of volunteers in order to gain funding that would benefit the organization however it was unclear what needed to be done to get them signed and in the mail. Mr. Keller applauded all efforts made by the volunteers out pounding the streets trying to make things happen and stated the West Reading Community Revitalization Board of Directors was creating program guidelines that would clarify the organization's policies and procedures eliminating current issues caused by confusion. Ask letters for the Love West Reading website were submitted for approval prior to the meeting. *Fall Festival on the Avenue* and *Holiday Glow Celebration* ask letters were presented at the beginning of the meeting not allowing adequate time for review. Mr. Becker went on to stress the importance of coordinated efforts within an organization. A functional organization defines monetary goals, establishes what it would like to achieve, identifies matters of timing, and works together as a group to do what is in its best interest. Committees or volunteers may have organized efforts in creating ask letters but need to coordinate all efforts with the governing body in order to create effective ask letters. Mr. Keller pointed out projects could move forward with more efficiency if committee chairs attended the board meetings. Ms. Doubek added committee minutes should be submitted to the board. Ms. Horman suggested appointing a committee member with the responsibilities. Ms. Marshall reported the *Fall*

*Festival on the Avenue* and *Holiday Glow Celebration* ask letters were incomplete, awaiting input from Mr. Rohrbach, and some additional thought was needed in regards to recipients. A list of potential donors is being created. Ms. Marshall is trying to coordinate that list with Elm Street's list so no one receives two letters from the organization in one year, with the exception of the letters that will go out for 2013 at the end of October. Ms. Shenk will provide her ask list along with proposed letters in the future. Ms. Marshall would like to get the series *Love West Reading* ask letters out as soon as possible. Mr. Keller agreed to sign them once they are approved on letterhead.

**MOTION** to approve the *Love West Reading* website ask letters made by Ms. Horman and seconded by Mr. Wert. (6-0)

### **Approval of Minutes**

Mr. Keller entertained a motion to approve May's minutes pending the correction of five typos.

**MOTION** to approve the Community Revitalization Foundations (CRF) board minutes for May 2012 was made by Ms. Doubek and seconded by Ms. Bligh. (6-0)

### **Treasurer's Report**

CRF Treasurer Ms. Bligh referred to May financial reports included in member's packets.

**MOTION** to approve the May Community Revitalization Foundation financial report made by Ms. Horman and seconded by Dr. Dougherty. (6-0)

**MOTION** to approve the May Community Revitalization Foundation accounts payable report made by Ms. Doubek and seconded by Dr. Dougherty. (6-0)

A draft 2012 CRF Budget was included in member's packets reflecting various adjustments discussed at the May CRF board meeting. Ms. Weidner was instructed to add line items for the West Reading Fashion Show and present the budget for approval at July's CRF Board meeting.

Argetime Evans will bring the final Sovereign Bank signatures to the board meeting once members have all visited the branch to fill out the initial paperwork.

### **Promotion and Marketing Team**

Ms. Horman reported the *First Thursday Free Concert Series* had a great turnout last month, people wandered away from the 600 Block and into the shops. Ms. Shenk stated the *Love West Reading Block Party* was successful and was an easy, free way to bring bodies to the Avenue. Mr. Wert noted musicians were blocking the sidewalks in some areas restricting foot traffic. Ms. Shenk also discovered sound was overlapping in some areas and will provide setup guidelines to musicians in the future to address these

issues. Information for the *Art on the Avenue* is available on the website. Volunteers will be more hands-on in future organization of the event.

### **Business Association**

There was no Business Association report.

### **Elm Street Report**

The Elm Street Manager Report included in member's packets was tabled until July due to the absence of the Elm Street Manager.

The PARR Program's request to bid on a property was tabled due to lack of information and no one available to answer questions such as the current assessed value of the property, repairs needed, etc. Mr. Woodward should contact Mr. Keller once they are prepared to move forward.

### **Old & New Business**

Tail Insurance: A quote in the amount of \$401.25 was received by EHD for 1 year of coverage. The CRF board has less than 60 days to respond.

**MOTION** to authorize the \$401.25 EHD tail insurance expense made by Ms. Bligh and seconded by Dr. Dougherty. (6-0)

**MOTION** to authorize the president to authorize and sign all EHD tail insurance documents made by Dr. Dougherty and seconded by Ms. Bligh. (6-0)

CRF Governance Guidelines were tabled to give all members the opportunity to respond to Mr. Keller in writing prior to the July CRF Board meeting.

PA-UC: The Main Street Authority's Workers Compensation account can be transferred to the CRF via an online form. Mr. Becker will email Ms. Weidner the state's link.

Executive Session: The board entered Executive Session at 7:12PM to discuss personnel issues. Executive Session ended at 7:29PM. No action was taken.

### **Adjournment**

**MOTION** to adjourn was made at 7:30PM by Dr. Dougherty and seconded by Ms. Doubek. (6-0)