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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  
JULY 2, 2012**

**Foundation Board of Director Members Present**

Shane J. Keller (Mayor of West Reading), *President*; Robin Horman (LiliBea's), *Secretary*; Margaret Bligh (The Reading Hospital and Medical Center), *Treasurer*; Richard Sichler (Borough Manager), *Member*; Deborah Hutcheson (Charles Hutcheson Fine Jewelry), *Member*; and John Woodward (Third & Spruce Café), *Member*. And via telephone, Rebecca J. Doubek, (Firefly on Penn), *Member*. A quorum was present.

**Foundation Board of Directors Members Absent**

Dr. Mark G. Dougherty (Penn Avenue Dental), *Vice President*; and Phil Wert (West Reading Borough Council), *Member*.

**Guests Present**

Katharine Marshall (Volunteer).

**Staff Present**

Dean L. Rohrbach, *Elm Street Manager*; and Dan Becker (Kozloff Stoudt), *Solicitor*.

**Staff Absent**

Melanie B. Weidner, *Administrative Assistant*;

**Call to Order**

Mr. Keller called the meeting to order at 6:00PM.

**Public Comments**

Katharine Marshall reported she spoke with John Ernesto, from the Reading Eagle, who told her the Eagle would have been happy to support Art on the Avenue and West Reading jazz events but no one asked them. Ms. Marshall said the Eagle would be happy to give us more support in the future. Ms. Hutcheson said Ann-Marie, also from the Eagle, attends Promotion and Marketing Team meetings. Ms. Marshall told board

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

members she was able to submit the Pennsylvania Partners in the Arts (PPA) grant on time our chances are good. The PPA grant asked for \$3,000 for 2013 Art on the Avenue event to be used to increase the interactive activities for attendees such as through the Yocum Institute.

### **Approval of Minutes**

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

### **Treasurer's Report**

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

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

**MOTION** to approve the June Community Revitalization Foundation accounts payable report made by Ms. Hutcheson and seconded by Ms. Horman. (6-0)

A 3<sup>rd</sup> DRAFT of the 2012 CRF Budget was included in member's packets with line items added for the West Reading Fashion Show. A discussion ensued. Mr. Keller stated it was his understanding from the June CRF meeting that revenue and expenses would balance out and we would come out neutral. It is unclear whose 501 (c) (3) status donors were giving to and what to do about checks that come in made out to Berks Women in Crisis (BWIC) and how checks BWIC might receive for the event will go toward our expenses. Board members stated they would be more comfortable if they had a better handle on what was going on. Because it is already July, it was decided to adopt the 2013 budget and make adjustments to the West Reading Fashion Show expense line items if revenue doesn't come in to support them.

**MOTION** to approve the 2012 Community Revitalization Foundation budget was made by Ms. Hutcheson and seconded by Mr. Sichler. (7-0)

Mr. Rohrbach will follow-up with Argetime Evans concerning our Sovereign Bank signature cards.

### **Promotion and Marketing Team**

Ms. Hutcheson reported, thanks to Bob Hassler, the *First Thursday Free Concert Series* will have entertainment in the 400 block of Penn Avenue as well as on the 6<sup>th</sup> Avenue stage this month. *Art on the Avenue* was fairly good event but didn't generate a lot of sales for Penn Avenue merchants as it did for vendors. It was felt having the booths in the middle of the street next year would be a better idea as long as emergency vehicles have a lane through.

**MOTION** to ratify the PPA grant proposal submission, signed on June 28<sup>th</sup> , in order to meet the deadline, was made by Ms. Hutcheson and seconded by Ms. Bligh. (7-0)

**MOTION** to approve the Sponsorship Package, with adjusted dates for a four week turn-around, was made by Ms. Horman and seconded by Mr. Sichler. (7-0)

**MOTION** to approve submitting applications for PLCB permits for the Fashion Show and Fall Festival was made by Ms. Hutcheson and seconded by Ms. Horman. (7-0)

### **Business Association**

There was no Business Association report. Mr. Keller questioned whether or not we should keep this agenda item. Ms. Horman replied the Business Association plans to start submitting minutes to the CRF board.

### **Elm Street Report**

A copy of the Elm Street Manager Report was included in member's packets. Dean L. Rohrbach, Elm Street Manager, addressed the board. He presented the board with information on ten comparable home sales in the vicinity of the 23 S. 7<sup>th</sup> Avenue property (PARR Project #1). The average sales price of the ten comps is \$124,730, he added none of the comps had the amount of square footage of our project. He also distributed copies of the work specifications a.k.a. work write-up, which were prepared by the county housing rehabilitation specialist for board review. The specifications are currently out-for-bid and due 7/16 in the county Community Development office in the courthouse following guidelines they use in the bidding process. Settlement is to be on or before October 1<sup>st</sup>. Mr. Rohrbach asked the solicitor to prepare a contract for the board to execute with the general contractor once he/she is chosen. Mr. Rohrbach explained a purchase price of \$55,000 and a rehab cost of \$75,000 (high-end) gives us \$130,000 in project. After we subtract the estimated purchase price \$115,000 (low-end) and the \$30,000 PARR subsidy from The Wyomissing Foundation, plus a \$2,500 Elm Street Façade Improvement Grant which totals \$147,500 that leaves \$17,500 for Realtor® fees, settlement costs, Elm Street profit, etc.

Mr. Rohrbach pointed out the Neighborhood Advisory Committee (NAC) approved twelve Façade Improvement Grant applications and asked the board if in the future they want to delegate the review and determination to the NAC or if he should start bringing those files to the CRF board for a decision. He also brought two small proposals (\$500 & \$1,000) for mural projects before the board. He asked the board consider allowing the NAC to make decisions up to \$2,500 which is the maximum amount of a Façade Grant. The Elm Street Manager was asked to begin including all CRF members when sending out NAC packages.

**MOTION** to approve Resolution #12-07-01-CRF for CRF to purchase of 23 South 7<sup>th</sup> Avenue, West Reading as Elm Street PARR Project #1 was made by Ms. Hutcheson and seconded by Mr. Sichler. (7-0)

**MOTION** to approve the work specifications for PARR Project #1 was made by Mr. Woodward and seconded by Ms. Hutcheson. (7-0)

**MOTION** to accept the Elm Street Manager July Report was made by Mr. Woodward and seconded by Ms. Hutcheson. (7-0)

### **Old & New Business**

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

**MOTION** to approve paying the City of Reading fee's for use of the show-mobile stage for Fall Festival was made by Ms. Hutcheson and seconded by Ms. Horman. (7-0)

Economic Development Liquor License: The solicitor stated he has been approached by another attorney requesting the CRF grant his client an Economic Development Liquor License to save him money on the cost of a regular Liquor License. The question was raised would this be a on a spot or zone basis. Also, board members were concerned about "opening the door" for others if we grant this one. It may tip the balance between retail and restaurants Main Street has strived to achieve.

Executive Session: The board entered Executive Session at 7:17PM to discuss personnel issues. Executive Session ended at 7:36PM. No action was taken.

### **Adjournment**

**MOTION** to adjourn was made at 7:37PM.