
**WEST READING COMMUNITY
REVITALIZATION FOUNDATION**

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

**MINUTES
SEPTEMBER 10, 2012**

Foundation Board of Director Members Present

Robin Horman (LiliBea's), *Secretary; Member*; Phil Wert (West Reading Borough Council), *Member*; Rebecca J. Doubek (Firefly on Penn), *Member*; Deborah Hutcheson (Charles Hutcheson Fine Jewelry), *Member*; and John Woodward (Third & Spruce Café), *Member*.
A quorum was present.

Foundation Board of Directors Members Absent

Dr. Mark G. Dougherty (Penn Avenue Dental), *Vice President*; Shane J. Keller (Mayor of West Reading), *President*; Margaret Bligh (The Reading Hospital and Medical Center), *Treasurer*; and Richard Sichler (Borough Manager).

Guests Present

Aimee Adams, Neighborhood Advisory Committee (NAC); and Tina Shenk, Main Street Business Association.

Staff Present

Dean L. Rohrbach, *Elm Street Manager*; Joan London, (Kozloff Stoudt), *Solicitor*; Dan Becker, (Kozloff Stoudt); and Michael Oppenheimer, CPA, (Reinsel Kuntz Leshner).

Call to Order

Robin Horman called the meeting to order at 6:05PM.

Public Comments

Ms. Horman announced because the solicitor needs to leave early the agenda will be taken out-of-order.

MOTION to approve the PARR program change order form, prepared by the solicitor, was made by Rebecca J. Doubek and seconded by John Woodward. (5-0)

Next Meeting: Monday, October 1, 2012 at 6PM at West Reading Borough Hall, 500 Chestnut Street, West Reading, PA 19611

MOTION to approve Resolution 120901-CRF allowing John Woodward to sign all documents associated with settlement, rehabilitation, change orders, line-of-credit draw downs, and checks regarding the property at 23 South 7th Avenue was made by Robin Horman and seconded by Rebecca J. Doubek. (5-0)

Tina Shenk addressed the board regarding the funding and need for Phase Two of the Love West Reading website stating after almost a year only \$2,000 of the \$5,000 goal has been raised. She also expressed concern the goal will not be met and the proposed \$25,000 for Phase Two could be better spent on other needs. The website has not been updated in a while. Mr. Wert explained funds for Phase Two would take us to the next level and make the site self-sufficient by setting us up to manage the website with Melanie running it since the existing Main Street and Elm Street websites would be eliminated. Mr. Wert also reminded board members how Brett Bagenstose stressed the need to promote the website.

Audit Presentation

Copies of the 2011 Main Street Authority's audit and Main Street Foundation's financial report were included in member's packets. Michael Oppenheimer, CPA, reviewed the reports saying beginning balances needed to be adjusted; there's a problem switching from a cash basis to an aural; that there were no unusual transactions; and the deficiencies in our internal controls are symptomatic to smaller organizations where they're not cost effective to correct. The board wants our bookkeeper, Eddie Mae, to schedule a meeting with Mr. Oppenheimer to go over the reports.

Approval of the Main Street Authority 2011 audit report was tabled.

MOTION to approve the Main Street Foundation 2011 financial report was made by Rebecca J. Doubek and seconded by Phil Wert. (5-0)

Approval of Minutes

MOTION to approve Community Revitalization Foundations (CRF) board minutes for August 2012 was made by John Woodward and seconded by Rebecca J. Doubek. (5-0)

Promotion and Marketing Team

Ms. Hutcheson reported the *Fall Festival on the Avenue* event is good to go. All bases have been covered including ads, beer, and music. The *Love West Reading Fashion Show* has been renamed *Giving Goes Glam* and is set for this Thursday at Reading Museum.

Elm Street Report

Copies of the Elm Street Manger's monthly report were included in member's packets. Dean L. Rohrbach addressed the board. Now that Resolution #120901-CRF has been approved we are ready to go to settlement on our first *PARR Project #1*.

Mr. Rohrbach reported we now have 93 volunteers and ten properties signed up for the 2012 *Let's Paint the Town* event scheduled for Wednesday, September 12th from 9AM-2PM in the 400 block of Chestnut Street.

Mr. Rohrbach explained goals and problems associated with the *5th Avenue Light & Landscape* project. After examination by a mason, the NAC feels we need to deal with structural problems at 107 & 109 where the metal capping rusted through causing water to freeze and push brick away from building posing the danger of collapse. Also this year we want to paint the metal capping across the top of the building. We currently have \$15,000 budgeted and in-hand for this project. NAC member Aimee Adams described her conversations with the mason and presented a contract for masonry work to the board.

MOTION to approve the masonry contract for work at 107 and 109 South 5th Avenue was made by Mr. Woodward and seconded by Mr. Wert. (5-0)

MOTION to approve the contract to paint the metal cornice atop the eight properties in the 100 block of South 5th Avenue was made by Rebecca J. Doubek and seconded by Deborah Hutcheson. (5-0)

Copies of the cover pages for grant proposals to Colonial Oaks (\$10,000) and Marlin Miller Family (\$40,000) Foundations were included in member's packets. The cover pages summarized the proposed use of the fund. Mr. Rohrbach stated it was his understanding board approval was required prior to submission.

MOTION to approve submission of the two grant proposals was made by Deborah Hutcheson and seconded by Mr. Wert. (5-0)

Old & New Business

CRF Governance Guidelines Tabled. General consensus is a special meeting should convene to deal exclusively with matters pertaining to the Governance Guidelines.

Public Comment Policy: Tabled. The Elm Street Manager was directed to send board members copies.

Staff Evaluations: The Elm Street Manager was directed to send board members copies of staff job descriptions and to include staff evaluations on the October agenda.

Adjournment

The meeting adjourned 7:53PM.