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**WEST READING COMMUNITY  
REVITALIZATION FOUNDATION**

500 Chestnut Street  
West Reading, PA 19611

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



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

**MINUTES  
OCTOBER 1, 2012**

**Foundation Board of Director Members Present**

Dr. Mark G. Dougherty (Penn Avenue Dental), *Vice President*; 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*; John Woodward (Third & Spruce Café), *Member* Margaret Bligh (The Reading Hospital and Medical Center), *Treasurer*; and Richard Sichler (Borough Manager). A quorum was present.

**Foundation Board of Directors Members Absent**

Shane J. Keller (Mayor of West Reading), *President*.

**Guests Present**

Brett Bagenstose, (Neo-Pangea).

**Staff Present**

Dean L. Rohrbach, *Elm Street Manager*; Melanie B. Weidner, *Administrative Assistant*; and Dan Becker, (Kozloff Stoudt).

**Call to Order**

Dr. Mark G. Dougherty called the meeting to order at 6:02PM.

**Public Comments**

None. Lee Olsen was unable to attend and will address the board next month concerning way-finding signage system on Penn Avenue.

**Approval of Minutes**

**MOTION** to approve Community Revitalization Foundations (CRF) board minutes for September 2012 was made by Deborah Hutcheson and seconded by Rebecca J. Doubek. (8-0)

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Next Meeting: Monday, November 5, 2012 at 6PM at West Reading Borough Hall, 500 Chestnut Street, West Reading, PA 19611

### **Treasurers' Report**

CRF Treasurer Ms. Bligh referred to August and September financial reports included in member's packets. There were no questions.

**MOTION** to approve the August and September Community Revitalization Foundation financial reports and accounts payable reports was made by John Woodward and seconded by Deborah Hutcheson. (8-0)

### **Promotion and Marketing Team**

Ms. Hutcheson reported the *Fall Festival on the Avenue* event netted about \$2,700. The *Love West Reading Fashion Show a.k.a. Giving Goes Glam* netted \$3,67.50 for CRF. The *First Thursday on Penn* for October will feature a *Health Walk* in cooperation with TRHMC Women's Health Center. The *Boo on the Avenue* event runs the whole month of October. The theme for Holiday Glow Celebration will begin Friday, November 30<sup>th</sup> with the borough tree lighting ceremony. The theme this year is "It's a Wonderful Life".

### **Business Association**

Ms. Horman reported the Greater Reading Visitor's Bureau has approached the association about a 1/3 page group ad in their publication which is placed in various locations throughout the county frequented by visitors and would run for an entire year and showcase five Main Street shopping areas in Berks.

**MOTION** to approve the Greater Reading Visitor's Bureau group add only if 4-5 other Main Street's agree with the \$650/per organization rate was made by Deborah Hutcheson and seconded by Rebecca J. Doubek. (8-0)

### **Elm Street Report**

Copies of the Elm Street Manger's monthly report were included in member's packets. Dean L. Rohrbach handed out copies of the 9/20 NAC Design Committee minutes and addressed the board. We had settlement today and now own 23 South 7<sup>th</sup> Avenue a.k.a. *PARR Project #1*. We were credited with \$1,000 saying we would clean out the property. The contract for the *5<sup>th</sup> Avenue Streetscape Improvements* has been awarded and work should be completed this year weather permitting. The owner of one property does not want a grass median. The borough currently does not have an ordinance in place requiring property owners or utility companies to replace or maintain grass median streetscape improvements.

Ten properties were painted during our 2012 *Let's Paint the Town* event and three more will be painted on the 400 block of Chestnut through use of Façade Grants. We had \$3,966 in cost overruns because we decided to do the project right we needed to paint the sides of three properties or the overall effect would be compromised. This deficit has been made up by a \$25,000 grant from the Colonial Oaks Foundation.

**MOTION** to approve the three Façade Improvement Grants and two Home Security Grants recommended in the 9/20 NAC Design Committee minutes was made by Mr. Woodward and seconded by Rebecca J. Doubek. (8-0)

Putting deed restrictions on PARR properties was discussed. Mr. Woodward felt market forces would keep the property owner-occupied. If we do decide to include deed restrictions it was felt three-years would be satisfactory.

Mr. Rohrbach stated last week Mr. Woodward attended PDC Leadership Training in State College which is mandatory for at least one board member once a year. Mr. Rohrbach also stated there are funds available to send board members to other PDC training to help them do their jobs.

### **Old & New Business**

Love West Reading Website Mr. Bagenstose addressed the board and distributed copies of a list of features that would benefit the site under the \$25,000 Phase 2 proposal. Currently the Love West Reading site is getting 500-700 hits a month with people staying 4-5 minutes. Last November we presented the idea to The Wyomissing Foundation. Since then merchants have raised about \$2,000 of their \$5,000 goal with many saying money could be better spent elsewhere. Now that Elm Street has allocated \$5,000 to improve its online presence these funds could be used to go back to The Wyomissing Foundation to try to rekindle their interest.

CRF Governance Guidelines Tabled.

Public Comment Policy: Public comments will be limited to 30 minutes total and allow individuals 3-5 minutes each to speak.

**MOTION** to approve Resolution No. 120901 adopting Public Meeting Rules and Regulations, with instructions to change the date on the document before signing, was made by Deborah Hutcheson and seconded by Phil Wert. (8-0)

Staff Evaluations: Tabled.

Executive Session: The board went in to Executive Session at 7:10 and exited at 7:52. No actions were taken.

### **Adjournment**

The WRCRF meeting was recessed until Monday, October 8, 2012 at Borough Hall.

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

**MINUTES  
OCTOBER 24, 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; Member*; Phil Wert (West Reading Borough Council), *Member*; Rebecca J. Doubek, (Firefly on Penn), *Member*; Deborah Hutcheson (Charles Hutcheson Fine Jewelry), *Member*; John Woodward (Third & Spruce Café), *Member*, and Richard Sichler (Borough Manager). A quorum was present.

**Foundation Board of Directors Members Excused**

Margaret Bligh (The Reading Hospital and Medical Center), *Treasurer*.

**Guests Present**

Elizabeth Heckler (Borough Council) and Suzanne Thompson (Neighborhood Advisory Committee).

**Staff Present**

Dean L. Rohrbach, *Elm Street Manager*.

**Call to Order**

Shane J. Keller called the meeting to order at 7:01PM.

**Public Comments**

Mrs. Heckler asked what business was going into the old Tobacco Land property at 5<sup>th</sup> and Penn. Ms. Hutcheson responded it will be a Subway sandwich franchise.

**Elm Street Report**

Copies of the Rehabilitation Agreement and Change Order for PARR Project #1 at 23 South 7<sup>th</sup> Avenue were distributed to board members.

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Next Meeting: Monday, November 5, 2012 at 6PM at West Reading Borough Hall, 500 Chestnut Street, West Reading, PA 19611

**MOTION** to authorize the execution of the Rehabilitation Agreement with exhibits pending final legal review was made by Rebecca J. Doubek and seconded by Dr. Mark G. Dougherty. (8-0)

A discussion ensued concerning the proper procedure for selling off the existing oil furnace at 23 South 7<sup>th</sup> Avenue. The Elm Street Manage was instructed to contact the solicitor. In the event it would require a bidding or auction action the board voted:

**MOTION** to authorize the Borough Manager to auction off the oil furnace on PublicSurplus.com was made by Rebecca J. Doubek and seconded by Dr. Mark G. Dougherty. (8-0)

Dr. Mark G. Dougherty stated a board representative should be appointed to oversee PARR Project #1 at 23 South 7<sup>th</sup> Avenue and act as project manager.

**MOTION** to authorize John Woodward to act as project manager to oversee PARR Project #1 at 23 South 7<sup>th</sup> with the authority to execute change orders up to \$2,500 between CRF board meetings was made by Rebecca J. Doubek and seconded by Dr. Mark G. Dougherty. (8-0)

### **Adjournment**

**MOTION** to adjourn was made at 7:23PM by Rebecca J. Doubek and seconded by Dr. Mark G. Dougherty. (8-0)

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