

**MINUTES FROM THE REGULAR MONTHLY MEETING OF THE
READING REDEVELOPMENT AUTHORITY OF THE CITY OF
READING HELD ON 16th NOVEMBER 2011**

The Redevelopment Authority of the City of Reading held the regular Monthly Meeting at 815 Washington Street, Room 2-53 in the City of Reading, County of Berks, and Commonwealth of Pennsylvania, on 16th day of November, 2011.

The conference call meeting was called to order at 5:00 p.m. by Mr. Theo. Auman, Chairman and on roll call, the following were present:

Mr. Theo. Auman	Chairman
Mr. Phil Coles	Vice-Chair
Mr. Dan Luckey	Member (via conference call)
Mr. Geo. Viener	Member

Absent:

Ms. Michele Lauter	Secretary/Treasurer
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Mr. Witwer declared a quorum present.

Also present were:

Mr. Adam Mukerji, Executive Director
Mr. Dennis Witwer, Executive Assistant
Mr. Keith Mooney, Esquire, Solicitor
Mr. Bill McShane, Willow Holdings

Minutes

The minutes were reviewed and were unanimously approved.

Axia Marketing - Webpage Design

Mr. Mukerji gave a brief update on the progress of the webpage design. He stated that everything is moving along smoothly. Some of the board members had their photograph taken which will be used on the page.

The Reinvestment Fund

Mr. Mukerji advised the board that he had received a contractual letter from Mr. Ira Goldstein, which he asked the board to approve for his signature. The contract is for the MVA study in the amount of \$30,500.00

The board approved the terms in the letter and authorized Mr. Mukerji to sign on the RRA's behalf.

Gulotta Group

Mr. Auman explained to the board who the Gulotta Group is and what they do.

The Gulotta Group, LLC was formed in 2010 to provide high quality, affordable training and technical assistance to community development and housing professionals similar to the Redevelopment Authority.

Because of the extensive community development and housing experience of principal Mr. Chris Gulotta, the firm specializes in a case study approach to training, based on actual projects in Cumberland County, Pennsylvania. Mr. Gulotta's experience could be a great tool for the RRA to use.

A proposal was submitted to the RRA board:

Proposed Scope of Work

Phase I-Review of Organizational Objectives

The *Reading Redevelopment Authority* may benefit from a review of its current activities and how its mission may be modified to reflect an expanded role in the revitalization of the City of Reading. *The Gulotta Group, LLC* will lead a visioning exercise with the members of the Authority Board and Senior Staff to look at how the Authority may fit into the overall redevelopment program going forward, beyond its current activities. Out of this effort, any current vision statement will be reviewed and possibly modified; in addition, a purpose (mission) statement will be developed. Specific activities related to the mission will be compiled by the Authority Board and Senior Staff. Criteria will be established in advance for evaluating any proposed new/expanded activities, including but not limited to the need for the activities to be funded with new revenue sources, as well as the need for any new activities to add "value" to the overall redevelopment effort.

Any time spent by The Gulotta Group, LLC in working with the Mayor-elect's Community-Economic Development Transition Committee may be billed against this phase at \$75 an hour; however the total contract amount for this phase shall not increase as a result of these billings.

Included in the scope of work will be a consultative process, with appropriate stakeholder groups.

The total cost of this Phase is \$3,000 plus out-of-pocket expenses (e.g. mileage).

Phase II-Development of Operational Plan

If the work program of the Authority expands as a result of the Phase I scope of work, it will be necessary to develop an operating plan for the organization to carry out any new activities. *The Gulotta Group, LLC* will prepare a draft operating plan for review and approval by the Board. Senior Staff will be consulted during the formation of the plan. For **each** work program activity, the plan will include:

1. Identification of specific tasks to be accomplished
2. Identification of required areas of coordination with other organizations involved in the overall redevelopment effort
3. Identification of skill sets/capacity needed
4. Identification of need for additional staff or professional services
5. Cost detail (*Direct*: staff, professional service, equipment, etc. and *Indirect*: administrative support, overhead costs, etc.)
6. Aggregate revenue required, and proposed sources of funding
7. Proposed organizational structure (staffing plan) for accomplishing the expanded role of the organization in the overall redevelopment effort
8. Proposed performance measures for assessing outcomes related to any new work item activities

The total cost of this phase is \$5,000 plus out-of-pocket expenses.

Phase III-Implementation

The Gulotta Group, LLC is available to assist the Senior Staff and Board with implementing new work item activities. This includes, but is not limited to: training of staff; assistance with program design, including drafting of program/loan guidelines; developing standard operating procedures; and developing a monitoring/evaluation system.

The cost of this phase is \$75 per hour plus out-of-pocket expenses.

The board discussed the proposal. It was agreed that the RRA should move forward with phase I of the proposal.

Mr. Luckey made a motion to approve phase I of the proposal and authorize Mr. Mukerji to sign an agreement. Mr. Coles seconded the motion. All members present were in favor.

Parcel 32/Willow Holdings

Mr. Bill McShane was introduced to the board. A letter was given to the board members, whom Mr. McShane sent on 27th October, 2011.

At this time the board went into executive session to discuss, a land purchase proposal.

Mr. McShane expressed his concerns regarding the future of Parcel 32 and gave his ideas as to what he would like to do with the property if it were to be in his possession.

At the end of the executive session the board did not make a motion to vote on the proposal.

In other matters, Mr. Mukerji handed out a letter that he received just hours before the RRA meeting, from Eron Lloyd. It was asked of the board to vote on and authorize Mr. Mukerji to sign the letter on behalf of the RRA. The letter stated:

November 16, 2011

Eron Lloyd, President
Permacultivate
556 South 18th St
Reading, PA 19606

Dear Mr. Lloyd,

I'm writing in regards to the Reading Redevelopment Authority's (RRA) support for Permacultivate's application for the 2011 USDA's Community Food Project grant. The RRA believes the work of Permacultivate's Reading Roots Urban Farm project provides an important component to our city's broad goals of community and economic development, land stabilization, and poverty reduction through food security.

Our partnership with Permacultivate includes a formal lease agreement for use of a 1.8 acre undeveloped property as part of the Reading Roots Urban Farm, as well as vendor space on our property that serves as the Penn Street Farmer's Market during the growing season. We would like to submit the ongoing use of these properties as in-kind contributions towards the Community Food Project grant application as follows:

- \$8,000 for the first year and \$6,800 for the second and third years for the subsidized lease of the 1.8 acre parcel at 601 Canal St.
- \$2,400 for the first through third years for subsidized vendor space as part of the Penn Street Farmers Market along the 800 block of Penn Street.

Mr. Viener did not support the letter. He and Mr. Coles both felt that signing such a letter while the board is possibly contemplating selling the land would look bad for the board.

Mr. Viener made a motion to vote against authorizing Mr. Mukerji from signing the letter, Mr. Coles seconded the motion with Mr. Auman abstaining from the vote. Mr. Luckey was in favor of the motion.

The next regular monthly meeting of the Reading Redevelopment Authority will be held on 16th November 2011 at 5:00 p.m. in the

Redevelopment Authority Conference Room 2-53, 815 Washington St.,
Reading, PA.

Respectfully submitted by:

Executive Assistant