

**MINUTES FROM THE REGULAR MONTHLY MEETING OF THE READING
REDEVELOPMENT AUTHORITY OF THE CITY OF READING HELD ON 23rd
FEBRUARY 2011**

The Redevelopment Authority of the City of Reading held its monthly meeting in the Redevelopment Authority Conference room of City Hall, 815 Washington Street, Reading, Berks County, Pennsylvania, on 23rd February 2011.

The following members were present:

Ms. Michele Lauter	Chairwoman
Mr. Phil Coles	Vice-Chair
Mr. Dan Luckey	Member
Mr. Theo. Auman	Member
Mr. Geo. Viener	Member

Adam Mukerji, Executive Director, Dennis Witwer, Executive Assistant, Keith Mooney, Esq., Vaughn Spencer, City Council President, Mayor Thomas McMahon, Eron Lloyd and Brian Twyman of PermaCultivate, and Henrietta Alban and JoAnn Gehret of 2nd & Franklin Beautification was also present.

Noting that all members were in attendance for a quorum at 4:34 p.m., Mr. Luckey called the meeting to order.

2nd & Franklin Beautification

Ms. Alban addressed the board, explaining to them that there are some issues with leasing the three properties, 203, 205 & 207 Franklin Street from ATV Bakery. She stated that she had been in communications with Mr. Mooney regarding the matter. She pondered the idea of having

the City lease the properties so that her organization could start work on the landscaping.

Mr. Denbowski stated that the City has been doing the opposite, trying to get rid of any and all pieces of land that they own. The question he asked was; would the RRA be interested in leasing the land and the City would continue to maintain it as they do with all the other RRA owned or leased properties?

Mr. Mukerji stated that he did not see any problem with that arrangement, but he would recommend that the City enter into a written agreement with the RRA detailing all the responsibilities that they would assume so that the RRA is not left holding the bag. He also asked if ATV would be willing to sell the land.

Mr. Mooney stated that someone will need to get in touch with someone from ATV to get the insurance requirements for these properties. He recommended that I License Agreement be drawn up.

Ms. Alban produced an e-mail from ATV which outlined the insurance requirements. He also stated that ATV would not donate the land to the project.

Mr. Mukerji suggested that the City insure the land if the RRA leases it from ATV.

Mr. Denbowski stated that they would work an arrangement similar to that of the Farmers Market.

Mr. Mooney stated that he would contact a representative from ATV to discuss leasing arrangements.

A motion was made to authorize Mr. Mukerji to execute a lease between RRA and ATV Bakery for 3 pieces of land located at 203, 205 and 207 Franklin Street, subject to our insurance carriers certification and that the RRA meet the insurance requirements required by ATV Bakery. This motion was made by Mr. Coles and seconded by Mr. Luckey.

A second motion was made to authorize the Executive Director to enter into a License agreement with the City of Reading and Entrepreneurs' Connection for usage of the 2nd and Franklin Street

properties. Mr. Coles made the motion and it was seconded by Mr. Viener.

Parcel 32

Mr. Mukerji updated the board members on some recent interest in this parcel. He explained that he and his staff and received a few phone calls from a Mr. Tony Bianco who is very interested in the possibility of developing a Senior Living housing complex on this parcel. He stated that he had had several conversations with Mr. Bianco regarding zoning and planning matters and Mr. Bianco is now doing his due diligence. The housing complex would consist of approximately 32/34 units.

He also advised them that a distribution/warehouse company had also contacted him showing interest in the property, but he has not had any follow-up calls from that firm.

Urban Garden at Parcel 32

Mr. Mukerji advised the board of this project which was brought before the board back in November, however there had not been a quorum to take any action.

A firm called PermaCultivate which is run by Eron Lloyd and Brian Twyman, are very interested in developing Parcel 32 for an Urban Garden. The idea is to grow local fresh fruits and vegetables which then could be sold at local Farm Markets. It had been explained to the developers that this property is being marketed for mixed use such as housing and business.

Mr. Mukerji went on to advise the board that in November the members that were present told Mr. Lloyd and Mr. Twyman that although they liked the idea of a Urban Farm, this parcel would not be an ideal location as far as they were concerned as they did not feel it would be the highest and best use for the neighborhood. It was also explained that since the RRA is actively marketing this property, at anytime a developer who had a business plan for housing or a business could enter into an agreement with the RRA and the farm would have to move.

At the November gathering, the Mayor and suggestion the RRA enter into a one year, 50 cent lease with PermaCultivate for Parcel 32. Many concerns were raised regarding this issue.

Mr. Mukerji stated that the RRA's main concern is and always has been highest and best use for the properties that they own and market.

Other concerns that were raised were how the farm would be protected from vandals and stray and wild animals such as cats and rats. A small corner of the property would also be used for composting of their organic waste, which brought up the concern of foul odors in the neighborhood.

Mr. Luckey had offered an alternative piece of land that the Reading Housing Authority owns in the Oakbrook section of town, near the Olivet's Boys and Girls Club. The board felt that this might be a much better option considering that this piece of land would not be developed.

Mr. Denbowski stated that the Mayor is very interested in Parcel 32 to be used for this purpose, but would support other locations if they were available and conducive to an Urban Farm.

Mr. Mooney stated that what everyone needs to understand is that this parcel is always creating interest to developers and that several projects which were slated for the parcel would have gone through successfully if it hadn't been for the downturn in the economy.

At this time the Mayor and the representatives from PurmaCultivate entered the meeting

Chairwoman Lauter addressed Mr. Lloyd and the Mayor. She advised them of the current interest from other developers for Parcel 32. She expressed her concern of entering into an agreement for a farming project which in the future might need to be uprooted when a tax based business enters into an agreement with the RRA to build.

Mr. Mooney reminded the Mayor of all the other developers that had been in agreements with the RRA for the parcel in the past, such as Sneaker Villa, Giannasca, a housing developer, just to name a few.

Chairwoman Lauter suggested to Mr. Lloyd that he talk with Mr. Luckey regarding other possible sites for the farm.

Mr. Luckey stated that they had discussed this alternative and Mr. Lloyd stated that he had looked at the property, but due to the snow, he wanted to have another look at the lot once the snow melted.

Mr. Luckey said that he felt this property would be perfect for a farm considering that the Thomas Ford School is close by and the Olivet's Club is right there. Knowing that part of the project is to have school children come in and learn about urban farming, this would make a great spot for a farm. There is great potential at this location.

Mr. Lloyd stated that his concern is the 300 ft. perimeter that they need to be able to spray fertilizer. It is required that they are 300 ft. from any housing. He also stated that the property would need to have good sun exposure, to which Mr. Luckey stated that the property is always sunny.

Mr. Lloyd also stated that they are very interested in composting. As part of the farm, they plan on developing a composting incubator. Mr. Luckey stated that he did not see there being an issue with that at the Oakbrook property.

Mr. Lloyd stated that there are many perks to having the farm down at Parcel 32. He mentioned the close proximity to schools and the fact that they will be a vendor down at the Reading Farm Market.

Chairwoman Lauter stated that she understood the attractiveness of Parcel 32 for this project, but her main concern still was the fact that if the RRA enters into a sales agreement with a developer to build on the land, the farm would need to be moved. She again suggested that Mr. Lloyd look for other locations.

Mr. Lloyd asked how much real interest has anyone really shown in the parcel. He stated that the land had been empty for nearly 39 years, since hurricane Agnes destroyed the neighborhood.

The Chairwoman stated that she realized that, but just in the last month, the RRA staff had received several calls from developers

interested in possible development. She reminded everyone that the RRA is in the business of bringing businesses to the City that will generate taxes and jobs.

Mr. Lloyd stated that he respected that and that he would be agreeable to a short term lease with the understanding that the farm might, upon notice, needs to move and relocate. He said that most everything that would be on the property could be moved within 24 hours.

Mr. Luckey stated that if Mr. Lloyd is fully aware of the risk of having to move at a moments notice, then the board should consider entering into a lease agreement.

Mr. Auman stated that he supported the efforts of the folks from PurmaCultivate. He suggested that Mr. Lloyd get in contact with Mr. Luckey and Mr. Mukerji to exhaust all other opportunities for better locations. He said that if and when they have looked at all other pieces of land and they still feel the Parcel 32 is indeed the best location, then the RRA should enter into a lease agreement.

Mr. Viener asked if there was a timing issue and if they could find funding to buy the parcel.

Mr. Lloyd answered spring would be ideal to be on the property and planting. He also stated that being a nonprofit it's almost impossible to get funding to purchase land, when the have no equity.

To summarize, Mr. Mukerji stated that the RRA is very supportive of an Urban Farming; however they would like the representatives of PermaCultivate to look for other locations, before an agreement would be entered into.

The Mayor suggested the Erstwhile Market House, to which the Chairwoman pointed out that this is again another RRA property that is being marketed for development and would not be ideal for a farm, considering it is right in the middle of a neighborhood.

Mr. Coles asked about the composting. He was concerned about the odor and how large the composting would be. He stated that he is very familiar with composting and that there is always an odor.

Mr. Lloyd stated that it would be fairly small and minimal odor.

Mr. Auman made a motion to authorize the Executive Director to enter into a lease agreement with PermaCultivate, a non-profit, for Parcel 32, in the event that they are unable to find another suitable location for its Urban Farming activities and said lease shall include terms which would provide for vacation of the site by PermaCultivate within 14 days notice and allow for 24 hours notice the RRA and or consultants to access the property to conduct any studies necessary for its sale. Mr. Luckey seconded the motion. Before the vote Mr. Viener stated that he felt uncomfortable that there really are no time limits given to PermaCultivate regarding their search for other locations. He stated that if they want to start growing by spring, it didn't leave very much time for them to come up with alternative locations. He said he understood that Parcel 32 was to be their last resort, but he didn't feel they would be able to find another prime location and that they would come back to the RRA empty handed and want to sign the lease. After a brief discussion the board voted and all were in favor.

Project Updates

Downtown Hotel - Mr. Mukerji updated the board on the progress of the hotel project. He stated that the Build America Bond will not be applied for as the Federal Government will not be offering it. He will now be looking for Tax Exempt Bonds Financing.

GoggleWorks Apartments - Mr. Mukerji advised the board that they have now broken ground and the project is moving forward.

A brief discussion was had regarding some of the larger, empty properties in the City. The board discussed with the Mayor properties such as the water bottling plant, Dana South, Penn Optical and the Hershey property.

Ricktown Area - The Mayor updated the board on the Ricktown neighborhood located around the GoggleWorks area. He told the board that the City has applied for some NEA Grants, which will be used to help stabilize the neighborhood.

He told the board that he and a group of people are looking to re-establish a fine arts board, calling it a Public Arts Commission.

It would run the same way, it was run years ago. He would like to have it run under the RRA again. He mentioned the Fine Arts funds and how much is available. He produced an audit of the Fine Arts Board money which was done by Herbien and Co. He gave a brief overview of the audit. He stated that the City wants to use the F.A.B money as match for the NEA Grant.

The board advised that they would have to review the audit and discuss it at the next month meeting. They could make no motion on the matter.

New Business

Before closing the meeting, the Chairwoman asked the board if it would be possible to have the RRA meetings start earlier in the evening. Mr. Coles made a motion to have the meetings start at 5:00 p.m. every third Wednesday of the month. Mr. Luckey seconded and all were in favor.

At this time, Mr. Coles excused himself from the meeting.

BPRC Updates

Mr. Mooney gave an update on the progress of the three blighted properties that the RRA had agreed to take over for redevelopment. He stated that he had received an e-mail which had an addition eight properties that the BPRC would like the RRA to take over. Those properties still need to be certified blighted before any move can be made on them. He explained to the board that there is a legal procedure that must be followed. If the procedures are not followed correctly, the RRA could have legal issues in the future. He expressed the importance of these procedures.

Bills payable

Mr. Witwer distributed the end of year financial report and after a brief overview both was approved.

A motion was made to secure the professional services of Blosky and Associates to do the 2010 audit. All members were in favor.

There being no further business to be brought before the board, Mr. Luckey made a motion to adjourn the meeting all members were in favor.

The next regular monthly meeting of the Reading Redevelopment Authority will be held on 16th March 2011 at 5:00 p.m. in the Redevelopment Authority Conference Room 2-53, 815 Washington St., Reading, PA.

Respectfully submitted by:


Executive Assistant

**MINUTES FROM THE REGULAR MONTHLY MEETING OF THE
READING REDEVELOPMENT AUTHORITY OF THE CITY OF
READING HELD ON 16th MARCH 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 March, 2011.

The meeting was called to order at 5:02 p.m. by Ms. Michele Lauter, Chairwoman, and on roll call, the following were present:

Ms. Michele Lauter	Chairwoman
Mr. Phil Coles	Vice-Chair (Via conference call)
Mr. Dan Luckey	Member
Mr. Theo. Auman	Member
Mr. Geo. Viener	Member

Mr. Witwer declared a quorum present.

Also present were:

Mr. Adam Mukerji, Executive Director
Dennis Witwer, Executive Assistant
Keith Mooney, Esquire, Solicitor
David Kostival, Reading Eagle

Minutes/Bills payable

The minutes were reviewed and were unanimously approved.

Mr. Witwer distributed the bills payable and financial report and after a brief overview both were approved.

CIDC Consulting Contract Renewal

Mr. Mukerji presented the board with a new contract from DCED for 2011. The contract was a one year, \$10,000 consulting contract. Mr. Mukerji stated that Mr. Bill Lowenstein had been contracted with the RRA to work on the Hotel, however since the RRA will no longer own the Hotel once it is built, he did not see the need to enter into a new one year contract. Mr.

Auman asked if the RRA could use CIDC's services on an as needed basis. Mr. Mukerji said that he did not see that to be a problem. The board had decided to not renew a contract with CIDC at that time.

Project Updates

Hotel Project – Mr. Mukerji updated the board on the hotel financing. He stated that he and his staff have been working on several grants for the hotel, such as the IFIP grant. He advised the board that the grants are an on going process until the grant money is actually spent and closed.

O'Pake GoggleWorks Apartments – Mr. Mukerji told the board that the name of the GoggleWorks Apartments had been changed to the O'Pake GoggleWorks Apartments, in honor of Sen. Michael O'Pake, who had passed away back in December 2010.

Mr. Mukerji stated that he and his staff have been working with the Office of the Budget and Milligan & Company, on several grants that they had written for the funding of the Apartments. Mr. Viener asked who Milligan & Company were and Mr. Mukerji explained that they are a consulting company that the Office of the Budget hires to over see and monitor RACP Grants. He said that he and his staff have been working with Milligan & Company for many years now on most of the multitude of grants they have written.

Mr. Viener asked how many grants were the staff working on currently, to which Mr. Mukerji stated that there were currently, approximately 10 open RACP Grants in different stages of activity, not to mention the several other grants, for example, the IFIP (Infrastructure & Facilities Improvement Program) Grant as well as the CAT (Community Action Team) Grant for the Hotel and several HRA (Housing Rehabilitation Assistance) grants.

GoggleWorks II – Mr. Mukerji stated that Mr. Boscov had announced that the GoggleWorks II project will begin soon and that it will be an incubator for small businesses.

Urban Garden at Parcel 32 – Mr. Mukerji and Mr. Witwer both updated the board on this issue. The board was informed that the representatives of the Urban Farm had gone before the City's One-Stop-Shop. After meeting with the City's Planner and Zoning Manager, Mr. Witwer was told that the project could not be issued any permits until it was presented to the Zoning Board, because of the large Commercial Composting Facility that the Urban

Farm would house. This had been the first that the RRA had heard of a large composting facility.

Mr. Witwer stated that it was explained to him that they (the Urban Farm representatives) planned to have truck loads on manure brought in for the compost as well as working with the surrounding restaurants and neighborhood, asking them to leave their food waste out in buckets so that they may be picked up and add the waste to the compost. He also told the board that the planning and zoning representatives have many concerns about this, such as smell, animals and vandalism.

Mr. Mukerji stated that it seemed as if two completely different projects were presented to the RRA and One-Stop-Shop.

The Chairwoman asked if anyone had heard whether or not they had search for other locations to have the Urban Farm. Mr. Mukerji stated that he only knew of the site owned by the Housing Authority had been looked into.

The board had agreed that until this project had been approved by the Zoning and Planning Commissions, they would not enter into any lease agreement for the project.

Mr. Witwer stated that he would do some research on Urban Farms in the Philadelphia area to see how they are operated.

Buttonwood Gateway – Mr. Mukerji stated that he has been in talks with a firm which is very interest in purchasing the 3rd and final pad at the Buttonwood Gateway business complex. He told the board that the company would create 22 jobs in the beginning and would grow and hire more employees with a year or two.

BPRC Updates

The board discussed future properties that they may be acquiring from the Blight Property Review Commission. Mr. Luckey stated that the only properties that will be taken over by RRA through eminent domain or friendly transfer by the property owner will be properties which have an “end use”. By saying, “end use”, this means that there must be an interested party who will sign an agreement with the Authority with the intention to purchase the property to rehab or develop said property. If there is no “end use”, the Authority will not be taken over the properties.

It was advised that there could be seven more properties coming the Authority's way in the near future.

Mr. Mooney advised the board that there are some minor legal issues regarding the proper wording in some of the agreements. He also stated that he had been working with the City's Planning office regarding resolutions from the Planning Commission, which declares properties blighted and available for the RRA to take over.

Mr. Auman asked if RRA could take commercial blighted properties or the board restricted to only residential properties. Mr. Mooney answered; the properties must be in the City's comprehensive plan and has to be a property that is eligible for reuse as residential or accessory to residential. He stated that the comprehensive plan should reflect the City's zoning ordinance, which may not be the case.

Mr. Auman said that he just wanted it clear that the RRA could take blight commercial properties as well as residential without there being any legal issues.

Mr. Luckey and Mr. Mooney discussed the eminent domain process regarding blighted properties and non-blighted properties.

Mr. Mukerji stated that if the RRA could get a line of credit from banks, they too could take properties and rehab them on their own and flip the properties.

Organizational Meeting

The board entered into an Organizational Meeting with Mr. Mooney acting as temporary Chairman.

Mr. Luckey made a motion for a slate nomination of officers. He nominated Mr. Auman for Chairman, Mr. Coles for Vice-Chairman and Ms. Lauter for Secretary and Treasurer.

Mr. Mooney asked if there were any other nominations. There were none.

After a vote all members approved the nominations and were elected as suggested.

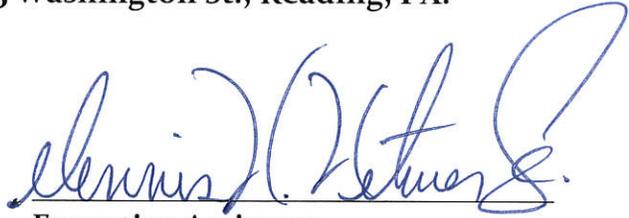
Executive Session

The board discussed legal matters regarding the acquisition of several City properties. They also discussed employee pensions for 2011.

There being no further business to be brought before the board, Mr. Luckey made a motion to adjourn the meeting all members were in favor.

The next regular monthly meeting of the Reading Redevelopment Authority will be held on 20th April 2011 at 5:00 p.m. in the Redevelopment Authority Conference Room 2-53, 815 Washington St., Reading, PA.

Respectfully submitted by:

A handwritten signature in blue ink, appearing to read "Dennis J. Wetters". The signature is written in a cursive style with a large, looping initial "D".

Executive Assistant

**MINUTES FROM THE REGULAR MONTHLY MEETING OF THE
READING REDEVELOPMENT AUTHORITY OF THE CITY OF
READING HELD ON 20th APRIL 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 20th day of April, 2011.

The meeting was called to order at 5:03 p.m. by Ms. Michele Lauter, Chairwoman, and on roll call, the following were present:

Ms. Michele Lauter	Chairwoman
Mr. Phil Coles	Vice-Chair (Via conference call)
Mr. Dan Luckey	Member
Mr. Theo. Auman	Member

Absent:

Mr. Geo. Viener	Member
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Mr. Witwer declared a quorum present.

Also present were:

Mr. Adam Mukerji, Executive Director
Dennis Witwer, Executive Assistant
Keith Mooney, Esquire, Solicitor
Carole Durane, Reading Eagle

Minutes/Bills payable

The minutes were reviewed and were unanimously approved.

Mr. Witwer distributed the bills payable and financial report and after a brief overview both were approved.

Blosky F.A. B. Findings

Mr. Mukerji read a letter sent to the Authority from Blosky and Associates.

Adam Mukerji, Executive Director
Reading Redevelopment Authority
815 Washington Street
Reading, PA 19601

Dear Mr. Mukerji,

We have reviewed the report provided by the City of Reading and prepared by the City's Independent Auditor Herbein & Company Entitled Fine Arts Board Monies Deposited into the Reading Redevelopment Authority Fund. We also reviewed the detailed general ledgers and bank statements related to the Reading Redevelopment Authority (RRA) as prepared by the City of Reading from January 2007 to December 2008.

The RRA owes the City of Reading \$21,578 in unexpended Fine Arts receipts, \$100,629 in receipts less \$79,051 in expenses. The report prepared by Herbein & Company includes receipts for \$46,166 and \$1,500 of repayments that the City of Reading recorded on the ledger of RRA as repayments to the City that have offsetting credits where the RRA ledger is recognizing the expenses, "closing", of the Fine Arts Board. We verified the offsetting credits to the City general ledger provided to us. The credit for \$46,166 posted to the ledger as of 12/31/2006 and the credit for \$1,500 posted to the ledger as of 12/31/2007. The transfers represent repayments from the account RRA account controller by City of Reading to the City for the expenses incurred on the program.

If you have any further questions or need additional information please contact me.

Sincerely,

Sean Barrera

After reviewing the letter, the board discussed the major difference between the City's audit and the audit conducted by Blosky and Associates. Mr. Luckey stated that the burden of proof lies with the City. Mr. Auman agreed. Both gentlemen suggested that the City provide all documentation to the RRA that pertains to the expenditures from the F.A.B. accounts.

The board was satisfied with the information provided them by Blosky and Associates.

Mr. Coles asked Mr. Mukerji if there was a reason the City was looking for money from the F.A.B. again, considering this matter came up two years ago. Mr. Mukerji stated that the City had applied for a N.E.A. Grant for the Ricktown project and it so happens that the City is in need of a \$70,000.00 match, which they do not have and the City seems to be counting on the RRA handing over the money that the Herbein audit shows, as the match.

Mr. Coles stated that it seemed very convenient that the match need and the audit are close to the same amount. He agreed with his fellow board members that the City needs to show all expenditures and bank

statements showing how the City spent the F.A.B. money without any authorization for the RRA board. He reminded the board of the trouble the authority had years ago when they tried to get a handle of the finances for both the RRA accounts and the F.A.B. accounts. He said he did not remember ever receiving financial statements from the City's finance office that should accurate accounting. Mr. Mukerji and Ms. Lauter both agreed.

Mr. Auman stated that he could agree to pay the amount mentioned in the audit performed by Blosky and Associate. He stated for the record that Blosky and Associates have proven that the RRA owes \$21,578 and the board is more than willing to pay that amount back to the City, however that does not prevent the board from being magnanimous in the future and to help out with the Ricktown Project, should the City get the N.E.A. Grant.

Mr. Coles asked, can the authority afford to give away the extra \$50,000 plus at this time to match the N.E.A. Grant. Ms. Lauter stated, No. She stated that the only way the RRA could afford it would be to pay it out of the line of credit which Mr. Mukerji had secured.

Mr. Auman reiterated to Mr. Mukerji that RRA will pay the \$21,578 and make the City aware that in their estimation this is the end of the F.A.B. finance issue. If the City can provide all documentation to the RRA showing that there is legitimately more money owed to the City from the RRA, then they will revisit the matter.

Project Updates

GoggleWorks II – Applied for a \$5mm grant for the project. There is no contract yet, but Mr. Boscov is confident that it will be awarded. The end use has not been determined, however plans are being made for “GiggleWork’s”, a please touch museum for children.

O’Pake GoggleWorks Apartments – Mr. Mukerji told the board that the excavation of the site is moving along quickly. The design of the building calls for subterranean parking, which means the contracts must dig much deeper into the ground than if they were just digging a building foundation. This deeper digging is the reason for all the rock that had to be unearthed and removed.

Mr. Mukerji advised that he’s been working with DCED to make sure all the money will be released in a timely manner. All of the copper, steal, piping and other materials have already been delivered and so far the project has paid out approximately \$3 mm.

Hotel Project – Mr. Mukerji stated that he and Mr. Albert Boscov have been working with the Governor’s office to guarantee that all the money is in place for the project. There are no doubts that this hotel will be successful. The KOZ has been extended until 2020 and they will not be seeking a T.I.F, the reason being that normally what would happen with a T.I.F. is that you expect the area to go up in value so you get increase taxes, but because in that area there are a lot of non-taxable properties, such as the church and Sr. living complex and the Sovereign Center, there would be no way to get increased taxes in the area. He advised that with the I.F.I.P. program, all of the sales taxes and wage taxes that is paid to the State will come back to the project which will be an additional source of debt service.

Argo Building – Mr. Mukerji stated that since the devastated fire which completely destroyed this building, he has been working with the City to gain control of the property and market it for commercial use. He mentioned that there has already been some interest in the property, one being a family dollar store and another being a local manufacturing company.

BPRC Updates

Mr. Mooney is currently working on the eminent domain process for 7 properties. There are a few other properties that are in the works to be transferred to the RRA by special request. Two properties on Front Street are being looked at by Pastor Mary Wolfe to be used by the Church. One of the properties is currently in the County Repository and the other property will be handled by eminent domain. She has great plans for the two properties, which is exactly the purpose of the BPRC.

Mr. Luckey stated that he needs to be reappointed to the BPRC board by the RRA. The board agreed to reappoint him for another term. He informed the board that BRPC is moving along smoothly. One thing he would like to get started working on is the advertising of properties on a website. The faster the properties get back on tax rolls the better and using a new website or the States website would be the best and fastest way to market the properties.

YMCA

The YMCA project is completed and everyone is waiting to receive the \$500,000 RACP check from DCED.

RRA Web Site/Marketing Plan

Mr. Auman stated that there are two areas the board needs to improve on is planning side of areas in the City. A better job needs to be done on marketing the RRA. He mentioned that there are many organizations in Reading that are not aware of the services which the RRA offers. Developing a website would help with public relations for RRA. Having a website would also help market properties owned by RRA. He strongly suggested created a website for the authority. Currently, if someone was to do a Google search for the RRA, there is no web link to give someone information on the mission and services of the RRA. The RRA needs to be seen as an Economic Development Resource.

Mr. Mukerji stated that he has been working with Wendy Kershner on developing a website for the RRA. She is with Axia Marketing.

Mr. Auman stated that he saw a marketing contract from Wendy and it was in the amount of \$5,000. This would cover web design, logo design, etc.

Mr. Coles made a motion to allow Mr. Mukerji to enter into a contract with Axia Marketing for web design, not to exceed \$6,000. Ms. Lauter seconded the motion and all members were in favor.

Ricktown Development

Mr. Auman reminded the board that Ricktown is a major focus for the Mayor. He advised that Lee Olsen of Olsen Design Group has a sole contract for all the architectural work for the project. It was Mr. Auman's recommendation that the RRA hire their own advisor given the fact that RRA has a very tight and limited budget. The RRA must get their investment in this project exactly right. He stated that he is a little uncomfortable in terms of just making investments in terms of those buildings and properties that become available at any given time. The RRA must be very strategic with what they decide to develop and or rehab in the Ricktown district so that they get the best deal for their buck.

Mr. Luckey pointed out that there are several organizations that are invested in this project along with the RRA.

Mr. Auman recommended entering into a contract with Kautter and Kelly Design Group. The board tabled this matter until the next meeting.

Executive Session

The board discussed legal matters regarding the acquisition of several City properties. They also discussed employee pensions for 2011.

There being no further business to be brought before the board, Mr. Coles made a motion to adjourn the meeting all members were in favor.

The next regular monthly meeting of the Reading Redevelopment Authority will be held on 18th May 2011 at 5:00 p.m. in the Redevelopment Authority Conference Room 2-53, 815 Washington St., Reading, PA.

Respectfully submitted by:


Executive Assistant

**MINUTES FROM THE REGULAR MONTHLY MEETING OF THE
READING REDEVELOPMENT AUTHORITY OF THE CITY OF
READING HELD ON 18th MAY 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 18th day of May, 2011.

The meeting was called to order at 5:05 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
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
Dennis Witwer, Executive Assistant
Keith Mooney, Esquire, Solicitor
Vaughn Spencer, City Council President
David Kostival, Reading Eagle
Michael Kautter, Kautter and Kelly

Mr. Auman opened the meeting by congratulating everyone involved in the efforts to bring the newly opened restaurant, Panevino, to downtown Reading. He stated that the restaurant had opened earlier in the month and has heard rave reviews. The restaurant is the first a several new restaurants that are planned to be opened in the Entertainment Square district of the City. Panevino is directly across the street from the IMAX Theatre, in the retail space of the Albert Boscov Marking Garage at 2nd and Washington St.

Minutes/Bills payable

The minutes were reviewed and were unanimously approved.

Mr. Witwer distributed the bills payable and financial report and after a brief overview both were approved.

Blosky Audit Draft

Mr. Mukerji advised the board that he had received a copy of the audit draft. He stated that he was quite pleased with the outcome and will present the board with the final version at the next meeting.

Project Updates

O’Pake GoggleWorks Apartments – Mr. Mukerji gave a brief and general update on this project. There was nothing new to report.

Hotel Project – Awaiting an announcement for the Groundbreaking; could be by the end of summer.

GoggleWorks II – General update, with nothing new to report. There are approximately \$7mm worth of grants associated with this project.

BPRC Updates

Mr. Mukerji reminded the board that there are now 8 properties that the RRA is looking into taking over via the eminent domain process. There has been one agreement sign by Mr. and Mrs. Loaiza to purchase the property at 1237 Buttonwood Street.

Mr. Mooney drew up the “Agreement To Purchase Real Estate”. Before the RRA will take over any property this “Agreement” must be signed to show that there will be an end use for each specific property.

Mr. Mooney presented the board with Resolution 1-2011 which states:

A RESOLUTION OF THE READING REDEVELOPMENT AUTHORITY, COUNTY OF BERKS, COMMONWEALTH OF PENNSYLVANIA, AUTHORIZING AND DIRECTING THE AUTHORITY SOLICITOR TO TAKE ANY AND ALL LEGAL ACTION NECESSARY TO ACQUIRE FEE SIMPLE TITLE TO: THE LANDS OF GARY L. GEBHARD AND ESTHER R. GEBHARD LACATED AT 125 SOUTH 6TH STREET, READING, PENNSYLVANIA; THE LANDSOF HARRY W. STOUFFER LOCATED AT 1237 BUTTONWOOD STREET, READING, PENNSYLVANIA; THE LANDS OF SCOTT

KILPATRICK LOCATED AT 1459 FAIRVIEW STREET, READING, PENNSYLVANIA; LANDS OF CARL PEARSON LOCATED AT 153 ELM STREET, READING, PENNSYLVANIA; AND THE LANDS OF SAMUEL SANCHEZ LOCATED AT 146 ELM STREET, READING, PENNSYLVANIA, TO FACILITATE THE REUSE AND REINVESTMENT IN BLIGHTED PROPERTIES WITHIN THE CITY OF READING.

A brief discussion was had regarding the process in which the RRA will be taking to obtain each property. It was stated again that the RRA will not take control of any property that does not have an end use, which is why a purchase agreement must be sign by an intended purchaser before Mr. Mooney will start the eminent domain process.

Mr. Luckey made a motion to approve Res. 1-2011 with a second by Mr. Coles. All members were in favor.

Kautter and Kelley/Ricktown Development

Mr. Auman introduced Mr. Mike Kautter, President of Kautter and Kelley to the board. Mr. Kautter handed out his proposal and agenda for the boards review. His agenda outlined the steps that would be taken to assist the RRA in identifying and redeveloping the Ricktown area. In the following 6 (six) months, Kautter and Kelley will work with the RRA to devise three phases of a master plan.

Mr. Kautter stated that the boundaries of Ricktown consists of Buttonwood, Washington, Front and Fourth Streets. He explained the three phases will include: gathering information on the physical conditions of properties in the area, mapping key properties and developing a database of properties with income generating potential, and a creating 3D view of the area.

Mr. Auman stated that this information will help the RRA find the right people and the right uses for the properties in Ricktown. He made it very clear that the RRA must be proactive in this project since the RRA is uniquely qualified to be a catalyst in what they do. He also pointed out that the redevelopment authority's action in development this master plan doesn't mean it will be the only project for the board, but it will be one of many to come. The project will be the template that will be used in other communities in the City.

Mr. Mukerji wanted to make it known that the RRA is only supporting what other groups have are ready or will be starting in the Ricktown area.

Mr. Coles made a motion to approve a contract with Kautter and Kelley in the amount of \$26,550.00. Mr. Viener seconded the motion and all members were in favor.

RRA Web Site/Marketing Plan

Mr. Mukerji explained to the board that at last months meeting when they had approved entering into a contract with Wendy Kershner Web Design, he had erroneously quoted a contract amount of \$6,000.00. He advised the board that the actual contract amount is \$9,000. He asked to have the board vote on approve the new amount.

Mr. Luckey made a motion to approve the new amount of \$9,000 with a second from Mr. Coles. Mr. Auman was in favor and Mr. George abstained from the vote as he did not agree with the contract.

9th Street parking lot - Rev. McCracken

Mr. Mukerji explained to the board the Rev. McCracken contacted him asking for permission to use the 9th Street parking lot, across the street from his Church, on Memorial Day, so that it may be used during the Memorial Day festivities buy his church congregation. He advised that Mr. Mooney would draw up a "Holds Harmless" agreement so that the RRA is not held liable should there be any accidents on the RRA property during the day. The board agreed, so long as Mr. Mooney felt that the church carried reasonable insurance that would cover the RRA for the day.

There being no further business to be brought before the board, Mr. Luckey made a motion to adjourn the meeting all members were in favor.

The next regular monthly meeting of the Reading Redevelopment Authority will be held on 15th June 2011 at 5:00 p.m. in the Redevelopment Authority Conference Room 2-53, 815 Washington St., Reading, PA.

Respectfully submitted by:



Executive Assistant

**MINUTES FROM THE REGULAR MONTHLY MEETING OF THE
READING REDEVELOPMENT AUTHORITY OF THE CITY OF
READING HELD ON 20th JULY 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 20th day of July, 2011.

The meeting was called to order at 5:02 p.m. by Mr. Theo. Auman, Chairman and on roll call, the following were present:

Mr. Theo. Auman	Chairman
Mr. Phil Coles	Vice-Chair
Ms. Michele Lauter	Secretary/Treasurer
Mr. Dan Luckey	Member
Mr. Geo. Viener	Member

Mr. Witwer declared a quorum present.

Also present were:

Mr. Adam Mukerji, Executive Director
Dennis Witwer, Executive Assistant
Keith Mooney, Esquire, Solicitor
David Kostival, Reading Eagle
Wendy Kershner, Axia Marketing
Chuck Liedike, CORE
Carrie Lengle, CORE
Mark Mohn, CORE

Minutes/Bills payable

The minutes were reviewed and were unanimously approved.

Mr. Witwer distributed the bills payable and financial report and after a brief overview both were approved.

CORE

Mr. Mark Mohn and Mr. Chuck Liedike explained to the board members the mission of CORE. The CORE program is based off of the SCOPE program which was developed in Baltimore. CORE's main goal is to market city owned properties and get them sold and back into productive use and on the tax rolls. This was also done in the City of Philadelphia, but unfortunately was not as successful as Baltimore. Baltimore's redevelopment value through SCOPE was upwards to \$40,000,000. The Pennsylvania Realtor Association applied for a grant from the National Association of Realtors.

Mr. Liedike handed out a packet outlining the goals, benefits and process of the CORE project.

Mr. Mohn stated that CORE wants to simplify and streamline the process of selling City owned properties and help revitalize the communities. They also want to provide housing for a targeted audience, such as firefighters, police and educators. Mr. Mukerji stated that the City already has a similar program in place, which hasn't been extremely successful. Any realtor may participate in CORE simply by taking a course and becoming certified. CORE will also partner with lenders, who will work with families who are interested in purchasing a property.

Ms. Lengel stated that to make the program most successful is to identify target neighborhoods rather than do spot property rehabs throughout the city.

Mr. Mukerji agree stating that it is his goal to get enough homes in a community to make a major difference. The Blight Property Review Committee will help with this goal, but the trouble is gaining site control.

Mr. Liedike handed out samples of the Buyers Financial Information form, Hold Harmless Agreement and the Local Project Guidelines to the board. Mr. Mukerji asked if there would be an agreement between CORE and the RRA if they decide to participate in the program. Mr. Liedike answered affirmatively.

Mr. Mukerji stated that the transfer tax is a huge impediment when trying to market and sell properties. Everyone agreed.

the financing and all of the servicing of every Home Loan and Business Loan they make.

Mr. Auman asked Mr. Mukerji if he could look into what realistically the RRA could do in terms of what Pittsburgh has done with their resources.

Mr. Viener asked what form of Government Pittsburgh has. Mr. Auman stated that he believed it was very similar to the form of government the City of Reading has.

At this time in the meeting, Mr. Coles excused himself from the meeting.

Mr. Mukerji told the board that the URA is a very large organization, with approximately 90 employees. There are people who coordinate the marketing, the public relations; there is a staff for public works and engineering department and a planning department, which are all working for and with the URA. He said it's nothing like what happens here in the City of Reading, where no one will work with the RRA. He told the board that it is his understanding that a memo went out to certain Community Development staff members telling them that they are not allowed to work with the RRA staff, unless supervised by a CD manager. This sort of egotism will not create a cohesive working environment for progress.

Mr. Auman stated that in the end, the delegation told the URA in Pittsburgh that they would like to continue to keep the lines of communication open and invited them to visit Reading.

RRA Web Site/Marketing Plan

Mr. Auman introduced Ms. Wendy Kershner of Axia Marketing. He stated that she is working on the new Web design, our mission and vision and logo.

Ms. Kershner showed everyone some logo designs that she had created for the main web page. She broke down for the board members edification exactly what she has been researching and working on, from the main vision and mission statement, to researching what other Redevelopment Authorities are doing such as Pittsburgh and York on their site.

The board discussed the objectives and identity that they would like to incorporate into the web page. They discussed the stylization of the page

along with how much content to add without cluttering the page or confusing anyone who would visit the site.

Showing the design board, Ms. Kershner explained that the logo must be able to work in color as well as shades of black and white. She explained her concepts for the designs. She stated that she tried to show in all of her options, a balance of business and residential, trying to get the message in of growth and movement.

After reviewing all the design options, Mr. Auman asked for input on the designs. Mr. Viener stated that although he did not want to start of negative, he did not like any of the options. He stated that some of the designs look old, tired and worn. He did like the idea of an arch, which was depicted on some of the designs, that represented the bridges of the city and also arching into the future of the city. He said all in all the designs do not convey to him what the mission of the RRA is.

Ms. Kershner explained that some of the designs are softer and more human oriented. More discussion was had regarding the design of the logo.

Ms. Kershner asked if Mr. Witwer could supply her with some of the photographs that he had taken of the many different projects that the RRA had worked on in the past so that she may incorporate them on the web page. Mr. Witwer stated that he could do that and that he had planned to take new photographs of the construction of the GoggleWorks Apartments and he would be sure that she got those as well.

Parcel 32/Harvest Revival

Mr. Mukerji told the board that the City had inadvertently gave permission to Pastor Johnson to use and lease Parcel 32 for 10 days. The City had charged Pastor Johnson \$480 to lease the land. The city will give the money to the RRA. Mr. Mukerji asked the board to ratify the Mayor's action to Lease the land. Proof of insurance had been received to protect the RRA of any liability.

Ms. Lauter asked why had the city asked for a lease payment of \$480 for 10 days, when the Mayor continues to insist that the RRA only ask the Urban Farmers to lease the same land for only 50 cents a month. She stated that this move from the City has set precedence and now the RRA should definitely ask a lease payment from the Urban Farmers, should that project go forward.

A motion was made by Ms. Lauter to ratify the Mayor's agreement with Pastor Johnson for lease of Parcel 32 for 10 days. Mr. Luckey seconded the motion and all were in favor.

RRA Line of Credit

Mr. Mukerji told the board that he has been working with Costumers Bank, regarding the \$300,000 line of credit for the RRA that he is trying to secure. The bank is ready for Mr. Mukerji to sign the contract. Mr. Mukerji reminded the board that the majority of the RRA funds are with the Federal InVest program. He asked the board to pass a resolution giving him the authority to execute any and all contracts in regards to the Line of Credit.

Mr. Viener asked why would the RRA want a line of credit, if they have the cash available through the InVest program. Mr. Mukerji stated that it would be easier to use the line of credit rather than taking funds from InVest and depleting those resources.

Mr. Viener moved the motion and it was seconded by Ms. Lauter.

811 William Lane

Mr. Mooney asked the board to issue a Certificate of Completion for a Redevelopment Project that took place back in 1987 at 811 William Lane. He stated that when the project was completed in 1990 a C.O.C. was never issued.

Mr. Mooney stated that the property is located between Sweets Streets and the old Burlington Coat Factory out near Hiester's Lane. A neighbor is looking to purchase the William Lane property for adaptive reuse, but the purchase can not go through without the C.O.C.

Ms. Lauter made a motion to issue a Certificate of Completion which was seconded by Mr. Luckey. All members were in favor.

At this time, Ms. Lauter exited the meeting

BPRC Updates

Mr. Mooney told the board that things are moving smoothly with the legal matters for the eminent domain process. He is working with the City's solicitors to file a lien on Buttonwood Street, Argo property.

Mr. Mukerji stated that currently there are seven properties ready for the eminent domain process.

Mr. Mooney advised everyone that he had spoken to representatives from the Community Development Department regarding the City having a process in place to have City staff maintain these properties as stated in the agreement the City signed with the RRA. He advised the board that he did not know how the City would be maintaining the properties; if they would be hiring an outside company or if Public Works would be doing the work. He stated that he's worried that the maintenance of RRA properties and the new BPRC properties that RRA will be taking over will soon become an issue.

Mr. Luckey stated that if the City can't maintain RRA properties, then the City will have to give the RRA CDBG money so that the RRA can hire their own maintenance company to do the work. He stated that when it comes to the BPRC properties, RRA should only be in possession of them for a short time, since there will already be a buyer on the side lines waiting to take the properties off the RRA's hands.

Mr. Mukerji said that maintaining the properties will be the biggest hurdle to get over. The City has already stopped maintaining the properties the RRA currently owns and gets sited for unkempt properties. He said he's afraid to think what will happen once RRA starts taking over 5, 10 or 15 more properties at a time for BPRC.

Mr. Mooney stated that it doesn't matter as long as there is a signed agreement in place, stating that the City will maintain the BPRC properties for the RRA, there should be no fines issued. He advised the board that he plans to start the eminent domain process on the first five properties within a week.

There being no further business to be brought before the board, Mr. Viener made a motion to adjourn the meeting all members were in favor.

The next regular monthly meeting of the Reading Redevelopment Authority will be held on 17th August 2011 at 5:00 p.m. in the Redevelopment Authority Conference Room 2-53, 815 Washington St., Reading, PA.

Respectfully submitted by:



Dennis J. Viener
Executive Assistant

**MINUTES FROM THE REGULAR MONTHLY MEETING OF THE
READING REDEVELOPMENT AUTHORITY OF THE CITY OF
READING HELD ON 17th AUGUST 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 17th day of August, 2011.

The meeting was called to order at 5:03 p.m. by Mr. Theo. Auman, Chairman and on roll call, the following were present:

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

Absent: Ms. Michele Lauter Secretary//Treasurer
Mr. Geo. Viener Member

Mr. Witwer declared a quorum present.

Also present were:

Mr. Adam Mukerji, Executive Director
Dennis Witwer, Executive Assistant
Keith Mooney, Esquire, Solicitor
David Kostival, Reading Eagle
Christine Folk, Mary Shelter
Nigel Walker, Reading Beautification
Linda Kelleher, City Clerk

Minutes/Bills payable

The minutes were reviewed and were unanimously approved.

Mr. Witwer distributed the bills payable and financial report and after a brief overview both were approved.

L.R.A – Navy-Marine Corps Reserve Center

Mr. Mukerji advised the board that the property in question is a 7.09 acre parcel located on Kenhorst Blvd. All of the board members had been quite familiar with the property from past dealings and meetings.

Ms. Folk from Mary's Shelter was introduced to the board. She explained to the board that it has been the intension of Mary's Shelter to take ownership of this property since 2006. They had tried to partner with several other entities such as the Reading Hospital, but for reasons the Hospital did not go through with the purchase of the property.

Ms. Folk submitted a Notice of Interest to the board. She explained that by Mary Shelter taking over the property, they would be able to expand their respective housing, educational and social services programs to meet the needs of residential and community clients. They would like to occupy the left side of the building right away. The building would house Mary Shelter offices as well as living spaces for residential shelter and homeless persons and a computer lab.

There are some improvements that would need to be made such as a new sprinkler system and some firewalls. The building has passed code inspections. Mary Shelter will also maintain the grounds of the entire 7.09 acres until other developers are found to use the land.

It was left up to the RRA board to decide if this property is one that they would be interested in purchasing. Mr. Mooney explained to them that should there be any profit made off of the purchase and resale of the property, The Department Of Defense would receive those moneys.

The board was very impressed with Mary Shelter's proposal and agreed to give the project much thought and discussion.

Executive Director's Report/Project Updates

Mr. Mukerji told the board that a Ms. Cindi Abribat contacted regarding the usage of a court yard located at 6th and Penn Streets which belongs to the RRA, for the us of a music and poetry festival. The festival is a worldwide festival called 100 Thousand Poets for Change and is being held on 24th September. He advised that they will be providing proof of insurance for the festival.

Mr. Coles made a motion to allow the festival to take place on RRA property at the court yard located at 6th and Penn Streets. Mr. Luckey seconded the motion and all members were in favor.

BPRC Updates

Mr. Mukerji and Mr. Luckey updated the board on the latest matters with the Blighted Property Review Committee. There are several properties the RRA has been asked to look at for potential rehab or demolition. 417 Tulpehocken Street and 124 N. 4th Street are on the list. CDBG funds are needed to help acquire these properties.

RRA Property Maintenance

Mr. Mukerji told the board that currently they have an agreement with the City for the maintenance of all RRA properties. In a recent meeting Mr. Mukerji had with City officials it was brought to his attention that the City is no longer willing to keep their end of the agreement by maintaining these properties as the City claims not to have the manpower to do so.

Mr. Mukerji introduced Ms. Nigel Walker, Director of Reading Beautification, and explained that she would be very interested in entering into some type of agreement with the RRA to have Reading Beautification maintain the RRA properties. She stated that she works with church groups and people who need to do community service to do large property clean ups. Recently she organized a clean up for Cedar Street Park, a RRA owned property, and completely cleaned the park, fixed and painted benches and is now working on getting a grant to replace the lighting in the park. In all the clean up just for the one park was less than \$300.00

Ms. Walker asked the board and City officials not to break the existing contract, but rather agree to an MOU which would add Reading Beautification to the contract. Ms. Walker also stated that she is eligible to apply for CDBG Funds to help with clean ups.

The board was very receptive to this proposal and stated that they would take serious consideration of proposal.

Before ending the meeting, Mr. Mukerji and Mr. Witwer informed the board that they had recently been told that the RRA offices might be moved to a much smaller location as the City was looking to move some offices around. The board was very opposed to this idea stating that with all of the confidential files, conference room space and other needs, the RRA needs

to have a space of equal size. Moving the RRA offices would not be beneficial to anyone involved, including the City. Mr. Mukerji was asked to discuss this matter further with City officials to come to a satisfactory resolution to this matter.

There being no further business to be brought before the board, Mr. Luckey made a motion to adjourn the meeting all members were in favor.

The next regular monthly meeting of the Reading Redevelopment Authority will be held on 21st September 2011 at 5:00 p.m. in the Redevelopment Authority Conference Room 2-53, 815 Washington St., Reading, PA.

Respectfully submitted by:



Dennis H. Luckey Jr.
Executive Assistant

**MINUTES FROM THE REGULAR MONTHLY MEETING OF THE
READING REDEVELOPMENT AUTHORITY OF THE CITY OF
READING HELD ON 21st SEPTEMBER 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 21st day of September, 2011.

The 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 (via conference call)
Mr. Dan Luckey	Member
Ms. Michele Lauter	Secretary/Treasurer

Absent: Mr. Geo. Viener Member

Mr. Witwer declared a quorum present.

Also present were:

Mr. Adam Mukerji, Executive Director
Dennis Witwer, Executive Assistant
Keith Mooney, Esquire, Solicitor
Carol Duran, Reading Eagle
Ira Goldstein, The Reinvestment Fund

Minutes/Bills payable

The minutes were reviewed and were unanimously approved.

Mr. Witwer distributed the bills payable and after a brief overview both were approved. He explained the he and Mr. Mukerji are in the middle of changing banks for the RRA accounts.

The Reinvestment Fun

Mr. Mukerji and Mr. Auman introduced Mr. Ira Goldstein, Director of Policy Solutions of The Reinvestment Fund (TRF). It was explained that Mr.

Auman had become acquainted with Mr. Goldstein during the trip to Pittsburgh a few months previous. He had asked Mr. Goldstein to come before the RRA and give a presentation on what he and his firm does and how they could assist RRA and the City in future development projects.

Mr. Goldstein told the board that TRF is associated with 800 – 1,000 different organizations, is apart of CDFI and is certified by the Treasury for over 26 years. They are also a not for profit organization. They have worked with many major cities throughout the country. He used Philadelphia as a template to show what he would do for the City of Reading.

Mr. Goldstein gave a PowerPoint presentation. He explained that he would develop what is called a Market Value Analysis (MVA). The MVA, once created, will be a great tool to make public and share with Community Organizations, Neighbor Organizations and government agencies, just to name a few. The study will help develop different strategies for different neighborhoods. Each neighborhood is unique unto its self and thus must be treated and developed to its own needs and strengths. The MVA will also help government officials identify and comprehend the various elements of local real estate markets. Private sector officials can more precisely craft intervention strategies in weak markets, support sustaining growth in stronger markets.

TRF will also develop a Policy Map, which should be accessible to the public. Mr. Auman reiterated the importance of going public with all of the studies, reports and analysis' that is generated from the study.

Mr. Goldstein mentioned that there is a lot of foot work to these studies. He will physically walk each neighborhood to see how each one differs from the other. He will contact other organizations to get input from them which will be added to the study. He stated that there are a lot of assumptions when analyzing markets which tend to be completely wrong, so it is imperative for there to be no stone left unturned.

There will be a block by block map created from the findings of the study which will define where its strength and weakness lie. The city's layered mapping tool would be based on statistics provided by the Redevelopment Authority such as real estate sales, foreclosures, vacancies, commercial and residential mixes, housing units per acre and rentals versus owner/occupied homes.

The end result of TRF's market value analysis is digital mapping that shows neighborhoods typically coded in a color spectrum that gives a

snapshot view to aid government and private developers in getting the greatest impact on investments.

The shelf life of this study should last about 3 to 4 years. Priority setting is done by government officials from a variety of departments informed with community input.

The board will wait until the October meeting to be presented with a formal proposal at which time they will vote to approve it.

There being no further business to be brought before the board, Mr. Auman made a motion to adjourn the meeting all members were in favor.

The next regular monthly meeting of the Reading Redevelopment Authority will be held on 19th October 2011 at 5:00 p.m. in the Redevelopment Authority Conference Room 2-53, 815 Washington St., Reading, PA.

Respectfully submitted by:



Executive Assistant

**MINUTES FROM THE REGULAR MONTHLY MEETING OF THE
READING REDEVELOPMENT AUTHORITY OF THE CITY OF
READING HELD ON 19th OCTOBER 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 19th day of October, 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 (via conference call)
Mr. Dan Luckey	Member
Ms. Michele Lauter	Secretary/Treasurer
Mr. Geo. Viener	Member

Mr. Witwer declared a quorum present.

Also present were:

Mr. Adam Mukerji, Executive Director
Dennis Witwer, Executive Assistant
Keith Mooney, Esquire, Solicitor
Vaughn Spencer, City Council President

Minutes

The minutes were reviewed and were unanimously approved.

The Reinvestment Fund

The Redevelopment Authority conducted a teleconference meeting to review and discuss The Reinvestment Fund MVA Letter of intent. The letter from Mr. Ira Goldstein, dated 12th October 2011, outlined the data they would gather for their report/study. The total cost of this work would be \$30,000.00, with an out of pocket amount not to exceed \$500.00, bringing the contractual contract amount not to exceed \$30,500.00

Mr. Mooney had prepared resolution 3-2011:

A RESOLUTION OF THE REDEVELOPMENT AUTHORITY OF THE CITY OF READING AUTHORIZING ADAM MUKERJI, EXECUTIVE DIRECTOR OF THE REDEVELOPMENT AUTHORITY, TO ENTER INTO AN AGREEMENT WITH THE REINVESTMENT FUND FOR THE PURPOSE OF HAVING THE REINVESTMENT FUND PREPARE A MARKET VALUE ANALYSIS OF THE CITY OF READING.

Mr. Luckey made a motion to approve the resolution, which was seconded by Mr. Coles. All members were in favor at roll call.

Mr. Mukerji told the board the Reading Hospitality, LLC is now prepared to purchase the land at 701 Penn Street, for the Hotel project. Mr. Mukerji stated that the sale price is in the amount of \$335,350.

Mr. Mooney had prepared resolution 4-2011:

A RESOLUTION OF THE REDEVELOPMENT AUTHORITY OF THE CITY OF READING AUTHORIZING ADAM MUKERJI, EXECUTIVE DIRECTOR OF THE REDEVELOPMENT AUTHORITY OF THE CITY OF READING TO ENTER INTO A SALES AGREEMENT WITH READING HOSPITALITY, LLC OR THEIR ASSIGNEES, (HEREINAFTER "READING HOSPITALITY") FOR THE SALE AND CONVEYANCE OF A SEVENTY-EIGHT THOUSAND SIX HUNDRED THIRTY-NINE (78,639) SQUARE FOOT, MORE OR LESS, PARCEL OF LAND LOCATED IN THE 700 BLOCK OF PENN STREET, IN THE CITY OF READING, COMMONLY KNOWN AS A PORTION OF 701 PENN STREET (THE "PREMISES"), AND TO EXECUTE ANY AND ALL DOCUMENTS NECESSARY TO CONVEY THE PREMISES TO READING HOSPITALITY OR ITS ASSIGNEE.

Ms. Lauter made a motion to approve resolution 4-2011 which was seconded by Mr. Coles. All members were in favor at roll call.

Mr. Mooney also prepared the sales agreement between the RRA and Reading Hospitality, LLC.

Mr. Mukerji gave the board an update on the progress with the new RRA website. He stated that the website will be hosted by GoDaddy.com for 2 years. He stated that the price was very reasonable. He and Mr. Witwer had been working closely with Ms. Wendy Kershner who is designing the site.

The board discussed what properties they would like to feature on the website, for sale. Mr. Mooney stated that the only properties the RRA can advertise to sell are the properties that they own and hold title too. Any BPRC properties that the RRA take control over can be added to the

website. A link can be added to the site which will take a visitor to the City's list of BPRC properties.

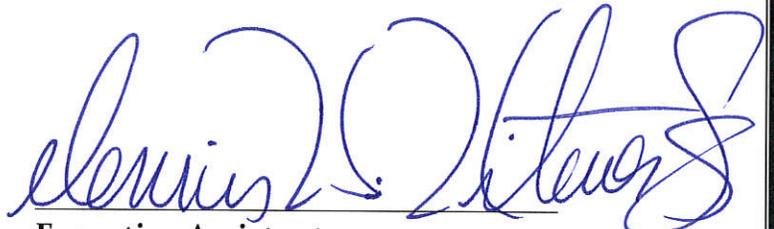
The other properties which the board stated should be featured are Parcel 32, the erstwhile Market House and the Buttonwood Gateway's 3rd pad.

Before adjourning, Mr. Viener advised the board that he will be resigned from the RRA as he will be moving in the near future to Virginia.

There being no further business to be brought before the board, Mr. Luckey made a motion to adjourn the meeting all members were in favor.

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

**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.

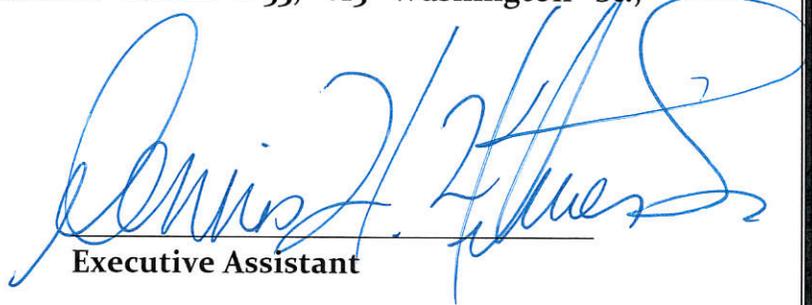
Mr. Viener did not support the letter. He and Mr. Coles both felt that signing such a letter while the board is possibly contemplating selling the land would look bad for the board.

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.

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