



Department of Community Development  
815 Washington Street  
Reading, PA 19601  
610.655.6211

[lenin.agudo@readingpa.org](mailto:lenin.agudo@readingpa.org)

[yohalna.jimenez@readingpa.org](mailto:yohalna.jimenez@readingpa.org)

---

## **MAIN STREET BOARD OF DIRECTORS** **DOWNTOWN 2020 STEERING COMMITTEE**

### **MEETING MINUTES** **FEBRUARY 28, 2012**

#### **Call to Order**

Johanny Cepeda (Vice Chair) called the meeting to order at 4:30 PM at the Peanut Bar.

#### **Present**

Main Street Board of Directors: Johanny Cepeda (Mi Casa Su Casa) Brian Fichthorn (Genesius Theatre) and Zane Collings (SMG/Sovereign Center).

DT 2020 Committee: Sam Loth (CDS), Yohalna Jimenez (CD Administration) and Lee Olsen (Olsen Design).

#### **Absent**

Main Street Board of Directors: Chuck Broad (Reading DID), Tony Calvaresi (Wells Fargo Bank), Rene Placido (Josephina's Bakery), Ellen Horan (Chamber of Commerce & Industry), Bill Woolworth (Dan's Restaurant), and Mike Leifer (The Peanut Bar).

DT 2020 Committee: Donna Reed (Reading City Council MSP Liaison) Steve Haver (CD Administration), Andrew Miller (Reading Planning), Charlie Jones (Reading Public Works), Dan Wright (CD Manager), Carl Geffken (Acting CD Director) and Kevin Barnhardt (Berks County Commissioner).

#### **Guests**

Sean Moretti (Destination Realty) and Tamera Adolph (Promotion Volunteer).

#### **Approval of Minutes**

Minutes of January 24, 2012 tabled to next meeting.

## **Main Street Program Sub-Committees**

### **Design Sub-Committee**

#### *CDBG Façade Improvement Grant Program Guidelines Updated*

- Sam Loth and Amy Johnson updated and clarified the City's CDBG Façade Improvement Grant Program Guidelines booklet.
- Donna Reed suggested that the Guidelines be available in a bi-lingual format. Sam Loth has asked Rene Placido (Board Member & Design Committee member) to translate the English guidelines into a Spanish version. He will produce a draft for further editing.
- Yohalna Jimenez (CD Administrator) volunteered to edit Mr. Placido's translation. The Board has thanked Ms. Jimenez for her assistance. The Board believes it would be a productive idea to consider having the City invest in the services of a professional translator.
- Sam Loth is researching the new PA DCED guidelines for Façade Improvement Grant Programs and will report to the Board in March on his findings with the thought that Reading's MSP may want to apply for the State funding.

#### *DT 2020/MSP Design Sub-committee Master Plan*

- Lee Olsen (Design Committee Chair) reported that the Isset & Associates final draft of the Design Master Plan was completed in the fall of 2011 was reviewed by the Managing Director's office, the City Council and then released to the press for publication. Subsequent news articles have been published and some public comment was printed as well.
- He said that the committee has scheduled 3 Public Meetings, the first of which was held last week. Two more meetings are scheduled for March 14<sup>th</sup> and April 18<sup>th</sup>. After the last public meeting the Design committee will meet one last time on the project before submitting the final draft with additions (if any) to the City Council and the Main Street Board for further action. At that time Lee suggests that the work of the Downtown 2020 Committee would be completed and that the committee could dissolve. Sam reminded Lee that the Main Street Design Committee has many additional projects in the future and invited Lee to remain as the Committee's chair.
- Lee presented the comments from the first Public Hearing:
  - Public comments appeared skeptical of the plan citing a need for economic development rather than a new design plan for Penn Square.
  - Concern centered on the empty buildings surrounding Penn Square.
  - Challenges to the ideas of a traffic circle and necking down traffic.
  - Public suggested crime, cleaning and economic development should be the focus of the city first.
- Chuck Broad said that the DID is working on a program "Fantastico" that would locate sidewalk vendors within Penn Square after they complete a training course in operating a sidewalk vending business. The DID is also considering owning and leasing vending carts to graduates of the program.

#### *Penn Street Medians & Planters*

- A Penn Street Planter Committee has been formed and is meeting in the DID offices. The Committee includes representatives of the Blue Mountain Sports Car Club, Senator Schwank's office, Permacultivate, City Churches, the Main Street Program, City Council and the DID.
- The Committee is focusing on three agenda items; downtown hanging planters, the Penn Street medians and the planting triangles at 2<sup>nd</sup> & Penn Streets. Greater Reading nurseries have offered to assist and support the plans by adopting planters for the season.
- **Main Street Board Members on the Design Sub-Committee are Rene Placido and Mike Leifer.**

### **Joint DID/MSP Promotion Sub-Committee**

#### *DID/MSP Downtown Historic Architectural Tour*

- The HAT sub-committee has affiliated with the Berks Jazz Fest. Two self-guided tours are scheduled: Friday, March 23, 2012 from 11:am to 2:pm and Saturday, March 24, 2012 from Noon to 3: pm
- The tour is titled, "A Walk Through History".
- The sub-committee has identified approximately 14 locations. Sam Loth has organized Lee Olsen, George Meiser, Fritz Rothermel and Michelle Lynch to gather historic information on each location to be mounted to A Frames at each location.
- The sub-committee will publish a Tour. The Reading Eagle has agreed to sponsor the printing. The Jazz Fest Online catalog of concerts and activities is promoting the Tour.
- **Members of the Promotion Sub-Committee are Johanny Cepeda, Donna Reed and Chuck Broad.**

## **Economic Development Sub-Committee**

### **DID/MSP HUB Quarterly Meeting**

- The Penn Corridor Initiative plans to announce a General Meeting in the 1<sup>st</sup> Quarter of 2012.

### **MS Toolbox**

City Micro-Loan Program (\$3,000 & Up)

City One-Stop Weekly Development Meeting at City Hall

City CDBG Façade Improvement Grants Program

City Economic Resource Profile Guide

City Citizens Service Center, 1<sup>st</sup> Floor City Hall

- **Members of the Economic Sub-Committee are Brian Fichthorn, Donna Reed, Tony Calvaresi, Ellen Horan, Bill Woolworth and Zane Collings.**

## **Old & New Business**

- The Board believes a representative from the Reading Parking Authority should attend MSP Board meetings.
- A request to hold alternative MSP Board morning & afternoon meetings was adopted. Alternate meetings on the 4<sup>th</sup> Tuesday of every month will occur as follows:
  - Tuesday MAR 27 at 8:00 AM – Outside In Café
  - Tuesday APR 24 at 4:30 PM – Peanut Bar
  - Tuesday MAY22 at 8:00 AM – Outside In Café
  - Tuesday JUN 26 at 4:30 PM – Peanut Bar
  - Tuesday JUL 24 at 8:00 AM – Outside In Café
  - Tuesday AUG28 at 4:30 PM – Peanut Bar
  - Tuesday SEP25 at 8:00 AM – Outside In Café
  - Tuesday OCT23 at 4:30 PM – Peanut Bar
  - Tuesday NOV27 at 8:00 AM – Outside In Café
  - No December 2012 Meeting

## **Adjourn**

**Motion to adjourn by Brian Fichthorn. Second by Johanny Cepeda. Meeting adjourned at 9:15 AM.**

### **NEXT MEETING**

**Tuesday, March 27, 2012 @ 8:00 AM**  
**Outside In Café (6<sup>th</sup> & Penn Streets 2<sup>nd</sup> Floor)**  
**Reading, PA 19601**