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

### **MEETING MINUTES** **MARCH 27, 2012**

#### **Call to Order**

Chuck Broad (Chair) called the meeting to order at 8:15 AM at the Outside In Cafe.

#### **Present**

**Main Street Board of Directors:** Chuck Broad (Reading DID), Brian Fichthorn (Genesius Theatre) and Ellen Horan (Chamber of Commerce & Industry),

**DT 2020 Committee:** Sam Loth (CDS), Lenin Agudo (CD Director), Yohalna Jimenez (CD Administration), Donna Reed (Reading City Council MSP Liaison) and Lee Olsen (Olsen Design).

#### **Absent**

**Main Street Board of Directors:** Tony Calvaresi (Wells Fargo Bank), Johanny Cepeda (Mi Casa Su Casa), Rene Placido (Josephina's Bakery), Bill Woolworth (Dan's Restaurant), Zane Collings (SMG/Sovereign Center) and Mike Leifer (The Peanut Bar).

**DT 2020 Committee:** Steve Haver (CD Administration), Andrew Miller (Reading Planning), Charlie Jones (Reading Public Works), Dan Wright (CD Manager) and Kevin Barnhardt (Berks County Commissioner).

#### **Guests**

Sean Moretti (Destination Realty).

#### **Committee-of-the-Whole**

- The Board will continue to monitor the alternating morning/afternoon meeting schedule to determine the best course of action.
- Chuck Broad has spoken with Tony Calvaresi who has agreed to resign from the Board and remain involved in the program. Sean Moretti has agreed to apply for the vacant Board seat.
- Sam Loth introduced Lenin Agudo, Reading's new Community Development Director.
- Mr. Agudo said that he will approach his position with a focus on 1) Land Use, 2) Grants Administration and 3) Zoning & Codes Issues.

- Mr. Agudo said that he will need to concentrate on the delivery of CD services with a reduced allocation from \$13 Million to \$11 Million in the present fiscal year.
- Lenin said he will develop an economic development plan for the City over the first six months.
- The Committee discussed the need to translate CD documents into Spanish. More than 46% of all city residents speak Spanish or other languages as their first language with English as a second language.

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

#### **Economic Development Sub-Committee**

##### *Fantastico Program for Penn Square*

- This program identifies small business operators who are willing to receive business training and then operate businesses from sidewalk carts provided by the City.
- Lenin Agudo and Chuck Broad will prepare a presentation on the program for the April 24<sup>th</sup> Main Street Board Meeting.

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

- Jon Scott and Rick McDougal of the PCI (Penn Corridor Initiative) have been asked to schedule a round robin meeting with smaller organizations including neighborhood groups.

##### *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, Ellen Horan, Bill Woolworth and Zane Collings.**

#### **Design Sub-Committee**

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

- Lee Olsen presented the comments from the second Public Hearing:
  - The Parking Authority is conspicuously absent at these public meetings.
  - Concerns focus on vacant buildings and the need to identify tenants.
  - 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.

##### *Penn Street Pedestrian Lighting Project*

- The project is to be rebid from 2<sup>nd</sup> Street to 9<sup>th</sup> Street. The installation is completed from 9<sup>th</sup> Street to 11<sup>th</sup> Street. Tree trimming in advance of installation has been completed.

##### *Penn Street Medians & Planters*

- The Penn Street Planter Committee has been 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 were held on Friday, March 23, 2012 from 11:am to 2:pm and Saturday, March 24, 2012 from Noon to 3: pm
- The tour was titled, "A Walk Through History". The event was an unqualified success with approximately 5 dozen individuals taking the walking tour over the two days.
- **Members of the Promotion Sub-Committee are Johanny Cepeda, Donna Reed and Chuck Broad.**

### **Old & New Business**

- The Board believes a representative from the Reading Parking Authority should attend MSP Board meetings.
- The Board agrees that it would benefit from a 2-3 hour training session sponsored by the PA Downtown Center.
- Chuck Broad encouraged the Board to support the efforts of Sheila Miller, Director for the Penn Street Farmers Market to run each Friday from 10:00 AM to 2:30 PM starting June 1<sup>st</sup>. Contact: [smiller@countyofberks.com](mailto:smiller@countyofberks.com) Telephone 610.898.5482 or Fax 610.378.7961. Office at the Agricultural Center, 1238 County Welfare Road, Suite 110, Leesport, PA 19533.
- 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 MAY 22 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 AUG 28 at 4:30 PM – Peanut Bar
  - Tuesday SEP 25 at 8:00 AM – Outside In Café
  - Tuesday OCT 23 at 4:30 PM – Peanut Bar
  - Tuesday NOV 27 at 8:00 AM – Outside In Café
  - No December 2012 Meeting

### **Adjourn**

**Motion to adjourn by Brian Fichthorn. Second by Ellen Horan.** Meeting adjourned at 9:30 AM.

**NEXT MEETING**  
**Tuesday, April 24, 2012 @ 4:30 PM**  
**Peanut Bar, 322 Penn Street**  
**Reading, PA 19601**