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MAIN STREET BOARD OF DIRECTORS **ECONOMIC DEVELOPMENT SUB-COMMITTEE**

MEETING MINUTES **APRIL 16, 2012**

Call to Order

Sam Loth called the meeting to order at 4:00 PM.

Present

Chuck Broad (MSP Chairman), Brian Fichthorn (Genesius Theatre), Sean Moretti (Destinations Realty) and Sam Loth (MSP Coordinator).

Absent

Lenin Agudo (Reading CD Director)

Economic Development Sub-Committee

Business Owner Contact List for MSP Jurisdiction

- Sam Loth has three lists of CBD business owners; one list of city businesses obtained from the Citizens Service Center that contains every operating business within the City as of September 2011, a second short list of Hispanic owned businesses within the CBD and a third that has been compiled from personal visits to downtown businesses over the past year.
- Chuck Broad has a new template for a downtown business and property owner data base that has been purchased through the PA Downtown Center. Chuck and his assistant Lynn Patton have not begun working with this new data base to date.
- Sean Moretti and Brian Fichthorn both know how to work with Excel data bases and have agreed to take on the various data bases and consolidate them with updated information into the DID's new template.
- Sam Loth will send e-copies of the three data bases he has to Sean and Brian. They will collaborate and produce an updated list of business owners and property owners within the CBD over time.
- Chuck Broad said the name of the website that has information on the data base template is www.downtowndiva.com.

Outreach to CBD Business Owners

- The Committee agreed on three objectives:
 - Collect pertinent information for the data base
 - Explain what resources the MSP has to benefit owners
 - Ask business and property owners about their needs
- Sam Loth will compile a list of questions (6-8) for business owners during interviews. Sam will also provide short explanations why we are asking these specific questions and how the answers will benefit the owners.
- A summary sheet explaining the resources of Main Street i.e. a Toolbox detail. This cut sheet will provide a telephone number and a website address that business and property owners can access to better explain each toolbox benefit.

Main Street Program Economic Toolbox Cut Sheets

- The Committee suggested that the "Main Street Toolbox" be marketed by creating cut sheets to be included in a MSP folder to be given to owners. The cut sheet will contain information to answer common FAQs and will provide telephone numbers and website addresses.

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, 1st Floor City Hall

* Ask Amy Johnson to provide a cut sheet on the CDBG Façade Program to include in the MSP folder.

Block Captain System-Downtown Ambassador Network for downtown Business/Property Owners

- Chuck Broad wants to see MSP Board Members act as downtown Block Captains where appropriate. He asked that this concept be included in implementing the Board of Directors outreach activities over the summer of 2012.
- Downtown DID Ambassadors can distribute flyers and other materials to Block Captains who can then distribute the information to business owners on the block.

Old & New Business

Resignation & Appointment of Board Members

- Tony Calvaresi of Wells Fargo Bank cannot be present for monthly Board meetings.
- Sean Moretti has applied for an official designation as a Board Member.
- Donna Reed is assisting with the transition from Mr. Calvaresi to Mr. Moretti.

Interpreters for Business Owner interviews

- Brian Fichthorn believes it will be beneficial to have Spanish interpreters along on business interviews. The Committee agrees. Chuck said that some of his Downtown Ambassadors can attend the business owner interviews for this purpose.
- **Members of the Economic Sub-Committee are Brian Fichthorn, Donna Reed, Sean Moretti, Ellen Horan, Bill Woolworth, Zane Collings, Sam Loth and Lenin Agudo.**

Adjourn

The meeting adjourned at 5:00 PM.

NEXT MEETING
Monday, May 7, 2012 at 4:00 PM
Reading City Hall, 815 Washington Street
3rd Floor CD Conference Room
Reading, PA 19601