



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

carl.geffken@readingpa.org

yohalna.jimenez@readingpa.org

DOWNTOWN IMPROVEMENT DISTRICT
MAIN STREET PROGRAM

JOINT PROMOTION COMMITTEE
MEETING MINUTES
APRIL 17, 2012

Call to Order

Chuck Broad called the meeting to order at 8:00 AM.

Approval of Minutes

Minutes of the March 20, 2012 meeting were reviewed and approved with no changes.

First Fridays

The First Friday activity in May on the 4th. <http://www.facebook.com/FirstFridayReading>
Times and locations to be announced.

A Walk Through History

This event was a success with over 5 dozen people taking the tour over two days. This event will be repeated.

2nd Annual Downtown Treasure Hunt

Reading's 2nd Annual Treasure Hunt Saturday, **May 5, 2012**. Prizes, fun, food and a chance to actually learn something about downtown Reading! Imagine that! Find out more by contacting [Lynn Patton](mailto:Lynn.Patton@readingpa.org) at the DID, 610.376.6424 and thanks for playing.

Penn Street Planter Committee

The Penn Street Pole Planters > These lovely hanging baskets add tremendous color and depth to the downtown streetscape. There are 60 planters and each can be sponsored by a business or individual for \$35.

The Medians will be planted by competitive nurseries.

Mid-Day Cafes

June 1st to coincide with the Berks World War II Weekend.

Reading Farmers Market

Begin June 1st and every Friday thereafter from 10:00 AM to 2:30 PM. Contact Sheila Miller for details at 610.898.5482.

Cindy Kauffman

Cindy underwent a triple by-pass and valve repair and now is at home recuperating.

Adjourn

The meeting adjourned at 9:15 AM.