

**Borough of West Reading
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES**

November 9, 2020

Committee Members Present

Philip Wert, Nicholas Imbesi, Aaron Gantz, Mark Ratcliffe, Robin Horman Cathy Hoffman, and John Woodward.

Visitors Present

None

Call to Order

Mr. Wert called the meeting to order at 6:06 p.m.

Public Comment

There was no public comment.

Approval of the Minutes

Motion made to approve the Economic Development Committee minutes of October 15, 2020 moved by Robin Horman and seconded by John Woodward. **Motion carried 5-0.**

Residential Properties Update

No new update at this time.

West Reading Commercial Properties Update

- 301 Penn – Office suite for lease – vanilla envelope ready for a tenant.
- 408 Penn – Snazzy Beauty Supply opening soon.
- 416 Penn – Motor Club opening in early 2021 – New date for opening?
- 428 Penn – Updated plans received. Likely delayed into 2021.
- 433 Penn – Schweitzer's Service Center property – Wyomissing engineer drawing parking plans
- 438 Penn – Building for sale. Former New World Jewelers.
- 444 Penn – Residential property added to watch.
- 450 Penn – Building sold recently. Subway building.
- 501 Penn – Sunoco – Application for a liquor license submitted. Hearing scheduled on November 24, 2020
- 530 Penn – Rebel Hive Meadery – Expanded hours.
- 633 Penn – Building vacant. Looking for tenant.
- 635 Penn – East Ridge Outfitters – closing – looking for tenant.
- 643 Penn – Willow Creek Brewing. Waiting on state license.
- 707 Penn – Residential property added to watch.
- 713 Penn – Will be available soon.
- 728 Penn – Finch + Fern. Open now.
- 22 N. Sixth – CK Tours closed. CRF hiring agent to assist in finding a tenant.
- 36 N. Sixth –B-Green Deli. Open now.

Strategic Planning Discussion/Wyomissing Update

Mr. Woodward shared a few items for the Wyomissing Update:

- They are in discussion about Electric Car Charging Stations.
- No new update on the mall at this time.
- Medical school outer shell is almost complete – been very lucky with the weather.
- 4th Street project has begun.

Strategic plan was discussed by Mr. Ratcliffe:

- Received results back from the community survey. These results are now being tabulated and will be sent to a marketing firm. These results will focus on what our strengths and weaknesses are as a community.
- The first part of the plan is to create a new branding strategy for the borough. Once that is complete, design standards will be put in place, along with wayfinding signs and place markers. In addition, it was noted that a pocket park would be created at 6th and Penn Avenues and that a main focus would be on the gateway into the borough.
- A general discussion then took place about the gateway into the borough and the repainting of the railroad bridge. Mr. Wert noted how important this project would be and he believes we should start sooner rather than later. Mr. Ratcliffe said we should first get design standards in place and then begin collecting money for the project.

Adjournment

The meeting adjourned at 6:39 p.m.

Respectfully submitted,

Nicholas Imbesi
Borough Manager