

Media Business Authority: New Member Procedure

MBA New Member Procedure

The Media Business Authority procedure for new members shall consist of the following:

- **Letter of Intent:** A letter of intent must be submitted to the board by the applicant.
 - Each letter of intent submitted will be announced to the board at the next possible board meeting under New Business.
 - Upon announcing, the MBA Executive Director provides the Applicant:
 - MBA Mission Statement
 - MBA Board Introduction and Overview
 - MBA Board Member Statement of Expectations
 - Media Borough Conflict of Interest Form
 - MBA Board Applicant Introduction Form
 - Contact information to arrange Applicant Followup Meeting
- **Applicant Followup Meeting:** A meeting will be conducted between the applicant and the Nominating Committee, which consists of two board members and the MBA Executive Director. This is the responsibility of the Chair & Co-Chair or can be delegated to other MBA Board Members. At this meeting:
 - The submitted forms are reviewed and any questions from the applicant are answered.
 - The submitted forms can be altered during this meeting.
 - The finalized forms are signed by the applicant and sent to the board for review.
- **Applicant Vote:** An MBA vote will occur at the next possible meeting.
 - The applicant may be present at the meeting and address the board prior to the vote if desired.
 - An MBA board member may endorse or otherwise address the board regarding the applicant if desired.
- **Borough Council Approval:** If elected, Borough Council must also review and approve the election of the new board member and will do so at its next public meeting.

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New Member Information Packet

MBA Mission Statement:

The mission of the Media Business Authority is to encourage economic growth, improve positive visual impact, sustain and nurture business development, and help increase Media business patronage through activities and programs that enhance the community quality of life, while maintaining an open line of communication with business owners, citizens, and local government. Please visit <http://mediabusinessauthority.com/mbasection> to read Belief Statement & Principles Used to Carry Out the Beliefs.

MBA Introduction and Overview:

The Media Business Authority sponsors several committees organized to further its mission. Each committee has membership from board members and strives to have membership and active participation from other business owners. The committees drive many of the MBA programs forward by working and meeting outside of the monthly board meetings. The programs of the MBA are organized into three general categories:

- **Events:** The MBA focuses heavily on sponsoring or otherwise supporting a year-long series of diverse and exciting events that serve to bring new visitors to Media and generally promote the town of Media. The season begins with the Chinese New Year Celebration in January, and culminates with the New Year's Eve Celebration & Ball Drop. Throughout the year, crowds enjoy favorites such as the Food & Craft Festival and Santa's Arrival. Long-running events like the Music Series (Americana Roots Ramble in April, the Blues Stroll in June and the Jazz By Night Celebration in October) continue to draw new fans and contribute to Media's popularity. The MBA is always looking to introduce fresh, new events... Dining Under the Stars is a great example. A full calendar can be viewed at http://mediabusinessauthority.com/calendar/mba_calofevents.pdf.
- **Promotions:** Under the banner of promotions, the MBA is dedicated to ensuring and delivering consistent marketing for the town of Media, particularly its business district. Priorities include branding the town consistently, identifying advertising opportunities and merchandising. Our goal is to increase public awareness and recognition for the businesses in Media. The committee meets every Thursday morning and open the meeting each 3rd Thursday of the month to the public.
- **Logistics:** MBA logistics includes long-term planning, fundraising and finances, communications and liaising with the Media Borough Council and other Media organizations. The Logistics Committee is also focused on technology, such as the visitmediapa.com & statestreetblues.com websites, Facebook and Twitter.

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MBA Board Member Statement of Expectations:

- Adherence to By Laws:
 - The MBA By Laws can be accessed via <http://mediabusinessauthority.com/boardofdirectors>.
- Time Commitment:
 - All MBA board Members are expected to attend every Board Meeting, currently held the 2nd Tuesday of every month from 6:30pm to ~8:00pm.
 - All MBA board Members are expected to participate on at least one committee. Meeting times and frequency varies by committee.
 - An MBA Board Member service term is three years. In some cases, a new board member may assume the remaining portion of a previous members term.
- Financial Commitment:
 - The MBA is a “giving board.” All MBA board members are expected to give \$300 per year toward MBA’s general fund.
 - In-kind donations in lieu of financial donations can be arranged as a running credit. This volunteer time will be credited at the rate of \$10.00 per hour for any non-required MBA volunteering (such as volunteering during one of the MBA sponsored events or attending a function representing the MBA) and will be administered & tracked by the Executive Director or Chair.

Media Borough Conflict of Interest Form:

Please read and sign the attached.



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Document

MBA Board Applicant Introduction Form:

Please answer the following questions and contact the MBA Executive Director (610-566-5039 or mba@mediaborough.com) to arrange an Applicant Follow-up Meeting with the MBA Nominating Committee. This meeting should occur before the next board meeting so your application can be officially voted. You may submit these answers to the MBA Executive Director in the form of an email or document.

1. Do you understand the MBA Board Member Statement of Expectations and are you confident that you are able to meet the requirements?
2. Do you have any ideas or improvement opportunities that you would like to bring to the MBA?
3. Do you have any questions?