

Media Business Authority Board of Directors

Meeting Minutes

Tuesday, April 14, 2009

In Attendance: Monika Rehoric, Zubair Khan, Ed Lawlor, Monica Simpson, Drew Arata, Anthony Cavaliere, Dan Brodeur, John Vizzarri, Warren Kuo, Candice Caprice, Kevin Schramm, Lynne Green, Harry Havnoonian, Peter Bendistis, Amy Bullock

Absent: Christopher Dougherty, Rachel BenAri, Kathy McGehean, Bobbie Dallas, Tom Hibberd, Roger Ricker, Joe Chupien

Guests: Jon Schaeffer, Paul Patchel, Andrea Linvill, Jean Leone

Call to Order: 6:40

1. Approval of Minutes: Motion to approve: Anthony Cavaliere, Seconded: Dan Brodeur
2. Solicitor's Report: None
3. Public Comments: Jean Leone brought more funds from merchandising.
4. Approval of Treasurer's Report: Motion to approve February's report: Harry Havnoonian Seconded: Ed Lawlor; Motion to Approve March's report: Harry Havnoonian Seconded: Dan Brodeur
5. Borough Liaison's Report: Monica Simpson brought Mass Gathering Ordinance #1058 which was approved at the March Meeting. 1st Section includes definitions, 2nd deals with safety issues, limiting number of persons etc. The new application form (which accompanies the ordinance) will give places to fill in the blanks to address the necessary information. If it is a smaller gathering like a neighborhood block party it will go to the borough manger. If larger, it will go to Public Safety, Highway Department and an amount will be assessed as to how much Borough funds will be required. Ms. Simpson stated that Borough Council was surprised by 10 mass gathering applications in one night at March Meeting. Please take a look at he document, if you have any questions, contact Monica Simpson or Jeff Smith. Monika Rehorik asked if the MBA could be informed about applications before approval. Short list was discussed. It was brought to Liaison's attention that given the limited budget of the MBA, the MBA would not be able to host any of our events. It was suggested that the MBA may be deemed exempt by the Borough. It was suggested that this exemption, should it be deemed, should be listed in writing in the Ordinance. Liaison will take this into consideration and return to Council with this information.

6. Committee Reports by subject area:

a. Events

1. Music Series

- Status report on series: Last month all Board were given a status report. Any questions, please contact Paul.
- Roots Ramble April 18th
Acts are ready. Weather looks good. WXPB promotions have been running.
- Fundraising leads from Board – Blues Stroll is coming up. It promises to be one of the foremost events for income. **Please help to obtain sponsors.**

Paul Patchel spoke with Joe Chupien, MBA Solicitor, about the ASCAP fees/contract. The license that they are asking about is a different license than that of the restaurants. It is the suggestion of the event coordinator that \$240 for the Blues Stroll and \$160 for the Jazz and Americana festivals would be money well spent. Board agreed.

Candice Caprice mentioned that she was not aware that there were understood donations to, for example, sponsorship of the Music Series and thought that this should be included in the interview process of Board members. **Monika agreed and mentioned that there hasn't ever been a formal interview process and questionnaire and one should be created.**

Paul was asked for promotional and ticket materials earlier. Agreed.

2. Dining Under the Stars

Dan Brodeur reported that organization is underway. Contracts regarding advertising fee has been put together thanks to Candice Caprice. **Need a volunteer to collect advertising funds.** Approval hasn't been given yet but will be voted on next week. Monica Simpson reported that Council is looking at perhaps a month to month approval. Dan asked Monica to report to Council that it is difficult to do a month to month review because it is hard to book talent and keep up momentum. To make it clear, Monica reiterated that the discussion is to approve with the condition that monthly, it will be reviewed to ensure that any problem is resolved. It was suggested that restaurants who don't comply with the guidelines would be held individually responsible. Monica will bring our thoughts to Council.

Dan reiterated his need for support and for cooperation from the Borough. Monica Simpson sought clarity from Board in terms of what was perceived to be lacking in support so that she can be of assistance. She expressed the need for clear communication and the need to keep her informed of any Borough/MBA interaction so that she may better be of assistance.

b. Promotions

1. Merchandising - Committee has met. Have selected new items and are restocking existing items.
2. Technology- Met two weeks ago. A few cosmetic changes have been done: Great Shopping, Fine Dining, Entertainment is now forefront. Roots Ramble ad on front. **Need a volunteer to manage Constant Contact. Need to have electronic versions of all i.e. Business Briefs. Streamlined MBA.com. There is a page that mentions the Visitors Card – is this promotion still valid?** Promotion Committee will get back to tech committee. Committee wants to add two new pages – DUS and Music Series. All info on one page. Questions were raised about hosting fees. Committee will examine.

It was noted that the discussion of the Publicist was not on the agenda. Rachel was charged with gathering information and is not present. What is the next step to accomplishing the task at hand?

Zubair took the opportunity to show the 2008 Annual Report to display that there are many things being accomplished by the MBA. The suggestion would be to create a detailed Agenda based on the action items from the prior Board meeting to create accountability.

c. Logistics

1. Welcoming Committee – Realtors package is prepared. **The suggestion was made to have the documentation put on CD rather than printed. Concept will be brought back to committee for their consideration.**
7. New Business
- a. Plum Street Renovation- Lynne Green - Plum Street Mall. Rendering of site is in the Board package. The plan is to sell bricks as a fund raiser.
8. Old Business
- a. By Laws: Anthony Cavaliere motion to approve, seconded by Drew Arata
 - b. **Customer survey is proceeding.**

Adjournment 9:40

Our next meeting will be held in the Community Center on Tuesday, May 12, 2009 at 6:30 pm.

Respectfully submitted,
Anthony Cavaliere, Secretary