

Media Business Authority Board of Directors Meeting Minutes

April 13, 2010

In Attendance: Kevin Schramm, Christopher Dougherty, Drew Arata, Jon Schaffer, Tom Hibberd, Ed Lawlor, Harry Havnoonian, Peter Bendistis, Warren Kuo, Eric Stein, Zubair Khan

Absent: Bill Gross, Amy Bullock, Rachael Benari, Lynne Green, Bobbie Dallas, John Vizzarri

Guests: Paul Patchel, Peter Williamson, Christine Sharbaugh

Meeting called to order at 6:41 PM.

I. Agenda Review:

Drew Arata reviewed the agenda.

II. Public Comments:

- a. Farmer's Market: Chairman Kevin Schramm opened the discussion about the Farmer's Market and welcomed Council President Peter Williamson.
- Drew brought up the subject of parking on the proposed location, noting The Media Post Office and Pinocchio's Restaurant employees use that lot. He also suggested that a table be provided to four Media businesses who sell produce. Mr. Williamson indicated that there is ample parking on South Edgemont Street & East State Street.
 - Ed Lawlor & Christopher Dougherty both questioned Thursday being an odd day to run the Farmer's Market. The Media Farmer's Group did not want to compete with neighboring towns and lack of farmers available to participate on the weekend.
 - Eric Stein mentioned that he has received the documents from Adeline Ciannella in which the Farmer's Market will reserve two or three spaces for the Media Merchants.
 - Peter Williamson also indicated that Council-woman Dawn Roe will be appointed as a Liaison with on-going review.
 - The motion was made by Drew, *"The MBA is in favor of the current concept, provisions, schedule and location of the Media Farmer's Market. Recognizing there are some details to be finalized and likely will be improvement opportunities throughout the operation of the Market, the MBA requests to be an active partner in an ongoing review and planning committee together with the Borough Council-appointed liaison and the market management. The MBA encourages the market management to continue reaching out to those Media businesses potentially impacted by the market, and provide for up to four stalls for their use should they choose to participate in the market. Finally, the MBA recommends the Borough of Media retains the authority to review and revoke the MFM mass gathering application."* The motion was seconded by Tom Hibberd and was carried unanimously.
- b. Christine Sharbaugh from The Sporting Gentleman stated that the 300 block on West State Street always has been ignored when it comes to events and requested the Borough Council to include that last block in future Mass gathering applications.

III. Old Business:

See the Approval of Minutes and Treasurer's Report sections of the agenda.

IV. New Business:

Drew made a motion to accept Rachael Ben Ari's resignation. Tom Hibberd seconded, the motion was carried.

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- V. **Approval of Minutes:**
Tom Hibberd made a motion to approve January, February, March minutes which was seconded by Warren Kuo. All three Board minutes were separately approved unanimously.
- VI. **Approval of the Treasurer's Report:**
- Ed Lawler made a motion to approve The MBA Budget '10. Seconded by Chris Dougherty, there were no comments, the motion was approved unanimously.
 - Tom Hibberd made the motion to approve January Treasurer's Report. Seconded by Ed Lawler, the motion was carried unanimously. Tom Hibberd made a motion to approve February Treasurer Report. Seconded by Jon Schaffer, the motion was carried unanimously. Tom Hibberd made a motion to approve March Treasurer Report. Seconded by Jon Schaffer, the motion was carried unanimously.
- VII. **Borough Liaison's Report**
Eric Stein reported:
- The Borough Council will be hosting a Breakfast meeting with the businesses on Friday, May 7, 2010 at the Community Center from 7:30am until 9:15 am.
 - Eric also discussed about IT plan for the Borough and wants the MBA to work together on the plan. There was also discussion about using the Borough business list to help assemble a list of all email addresses from the Commercial district.
 - Eric reported that the Borough is evaluating the purchase of an IVRS system which would enable the Borough to send mass telephone updates to residents and businesses in emergencies or potentially for event awareness.
 - The Borough has begun advertising for bids for the sale of One West State St.
 - The Planning Commission is currently reviewing two zoning requests:
 - The MBA does not support the request for an office on the first floor of Benari Jewelers, as this important corner needs to remain in ROA Zoning District.
 - The MBA does support an amendment to the ROA to extend into 300 block of West State St., as this would extend the commercial district and provide addition retail presence for the businesses already present on that block.
- VIII. **Committee Reports**
- Executive Director's Update
 - The Hampton Inn is still in discussions... the next meeting is May 4th
 - The Media Inn will be demolished by 6/30/10
 - New View Gifts has been approved for their new addition (same location)
 - Septa track work is scheduled through Sept '10
 - Events Committee
 - Dining Under the Stars (Jon Schaffer):
 - Jon Schaffer presented the Board with updated application and his recommendation for entertainment.
 - The LCB application for outdoor extension will be sent to all participants.
 - Kickoff party is being planned for June 9th with sponsorship by Gretz
 - An information booth being planned
 - Promotions, press releases and web presence are being planned
 - Music Series (Paul Patchel):
 - The current status is:
 - Roots bookings are 100% complete; costs tracking to revised budget
 - Blues Bookings are 90% complete: costs tracking to revised budget
 - Jazz bookings are 10% complete; costs tracking on-budget
 - Drew reported the newly-created Plum Street Music Series will be headed by Nick Yacco, owner of the Seven Stones Café. It will be under the guidance of the MBA Music Series. These musical groups will play music on weekends and DUS.

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- c. Promotions Committee
 - Advertising
 - "State Street Celebrations" article was featured in the Brandywine Country Spring/Summer 2010 issue
 - A special insert will appear in Main Line Today
 - Kevin reported that Momslikeme.com may work with Media to co-sponsor an event
- d. Logistics Committee
 - Welcoming (Jean Leoni)
 - Kevin reported that sales of the Directory are currently ~25. Zubair reported that he has contacted the owner of Quotations Restaurant, who expressed concerns about the MBA charging \$7 for the directory, and an incident where an outsider called soliciting. Eric Stein contacted the individual as well. The matter was resolved.
 - Technology
 - ConstantContact (Mar newsletter sent to 169 business emails; Roots eBlast sent to 1198 general email subscribers)
 - We continue our daily tweets and have 218 Twitter followers
 - Website updates are on-hold while vendor issues are being resolved.

Motion was made by Drew and seconded by Harry. Meeting Adjourned at 9:30 PM.

Respectfully Submitted,

Christopher Dougherty
Secretary