

# Media Business Authority Board of Directors

## Meeting Minutes

Tuesday, August 11, 2009

In Attendance: Monika Rehoric, Zubair Khan, Monica Simpson, Drew Arata, Dan Brodeur, Kevin Schramm, Jon Schaeffer, Bobbie Dallas, Tom Hibberd, Peter Bendistis, Lynne Green and Ed Lawlor

Absent: Bill Gross, Harry Havnoonian, Rachel Ben-Ari, and John Vizzari. Anthony Cavaliere, Amy Bullock, Warren Kuo, Christopher Dougherty

Guests: Paul Patchel, Jean Leone, Deb Price

Call to Order: 6:40

1. Approval of Minutes: Motion to approve: Dan Brodeur; Seconded: Pete Bendistis
2. Solicitor's Report: None

Public Comments: Jean Leone complaint about Crozer/MBA advertising Campaign. She felt businesses did not know any details of what was happening. She could not come to the Mixer that Crozer held, due to work schedule, she and Deb Price (Lovely You) complaint about lack of communication on MBA's part. "More information needs to go out." Bobbie Dallas, Tome Hibberd tried to explain the whole process about the campaign.

3. Approval of Treasurer's Report: The report was tabled until next month.

Borough Liaison's Report: Monica Simpson reported that Zubair had sent a letter to the Media Borough Finance Committee for Credit Line. Finance Committee has turned that request down, but had agreed to give the balance of Escrow \$13,700.00 to the MBA instead. Council will vote on it next week.

Ms. Simpson responded that all the MBA Board members are volunteers, and they do a great job, as for as the communication is concerned there are two ways to communicate, 1. To keep distribution list current with emails for business district and another for the Board members; 2. Through the website, MBA can communicate with the members.

4. Committee Reports by subject area
  - a. Events
    1. Music Series
      - Paul Patchel presented the Board with the Final Budget for the Americana Roots Ramble. Income was down.
      - Paul also gave a report about discussion with the Media Theater about having some future shows at the Theater. Peter

Bendistis will be involved from the Media Theater about discussion on having Theater available for some future dates.

2. Dining Under the Stars

This event has been very successful. We are seeing more participants. Advertising is ongoing. Dan Brodeur stated that there will be special end of the Summer Beach Party in September. Discussion ensued about adding "Jimmy Buffett" tribute band. Corvette Club will bring cars for that evening. Drew Arata talked about his concerns regarding Antiques cars coming in late and safety was his concern..

3. Holiday

Holiday Committee is meeting regularly. Santa's Village will be at Franklin Mint Credit Union again this year. Brian Messick the Branch Manager has prepared a Santa's Schedule. Letters to school about there concert dates was discussed, and requested the letters should go out by the end of August.

4. Antiques Day

The new date: Sunday July 11, 2010 was set by the Committee. Also, under consideration is to move the Antique show indoor, possibly in the second tier of the Olive Street Parking Garage. Nothing has been finalized. More information will be forthcoming.

b. Promotions

1. Merchandising - Merchandise to be sold has been delivered throughout the business district.

2. Technology - Kevin and Drew are working on improving communications via Constant Contact. Jon Schaffer also offered his staff help in developing mailing list.

3. PR Committee-

A motion was made by Tom Hibberd "to spend \$7,500.00 towards Television Cable ads for production cost." The motion was seconded by Drew Arata. Motion was passed.

c. Logistics

1. Welcoming Committee

Jean Leone stated that directory is still not complete. She will be working on the list starting August 26. She is hoping that it will be done by September. Blake Strine will be working on new business directory for new business recruitment.

5. New Business

a. Lotus Cafe will be opening in September on West State Street.

6. Old Business

Motion to adjourn meeting made by Drew Arata, seconded by Tom Hibberd.

Adjournment 8:15PM

Our next meeting will be held on Tuesday, September 8, 2009 at 6:30 pm.

Respectfully submitted,  
Anthony Cavaliere, Secretary