

Media Business Authority

Board of Directors Meeting Minutes

December 9, 2008

In attendance: Monika Rehoric, Drew Arata, Lynne Green, Zubair Khan, John Vizzarri, Christopher Dougherty, Harry Havnoonian, Monica Simpson, Tom Hibberd, Warren Kuo, Ed Lawlor, Kathleen McGehean, Kevin Schramm, Candice Caprice, Bobbie Dallas

Absent: Dan Brodeur, Bill Gross, Anthony Cavaliere, Roger Ricker, Peter Bendistis, Rachel Ben Ari,

Guests: Andrea Linvill (MBA), Paul Patchel (MBA), Peter Listino (Selene Whole Foods Co-op)

Meeting called to order at 6:38 PM.

I. Approval of Minutes from November meeting.
Motion to approve minutes made by Drew Arata, seconded by Tom Hibberd.
So approved.

II. Treasurer's Report. See attached copies.
Motion to approve October Treasurer's report made by Harry Havnoonian, seconded by Tom Hibberd. So approved.
Motion to approve November Treasurer's report made by Christopher Dougherty, seconded by Drew Arata. So approved.

Discussion regarding the 2009 budget posed questions of filling the gap in needs. It was reminded that in these difficult economic times, fundraising efforts must be increased. Suggestions as too many methods were discussed and it was reminded to the Board that the benefits of the MBA and all it does needs to be well communicated to businesses in town.

III. Public Comments

- A. Peter Listino came to introduce himself to the Board He is the new Manager of the Selene Whole Foods Coop.
- B. New Board Members, Kevin Schramm and Candice Caprice were also welcomed.

IV. Borough Liaison's Report

Monica Simpson reported from the Borough that the Budget was nearing completion. She thanked MBA Board for their efforts in working with the Borough about events planning. She reported that she enjoyed Santa's arrival but will be looking in to the change in drop off location as it was unsatisfactory for some

V. Solicitor's Report
None

VI. Director's Report
See attached.

VII. Committee Reports:

- A. The Holiday Committee reported that plans for the season are underway. The Sleigh rides and Carriage rides are great. Thanks given to John Vizzarri and Citibank and the Rehoric family for their efforts with the rides and the cider and chestnuts.
- B. Candice Caprice of the Promotion Committee reported that the Committee has met with Main Line Today Magazine to secure preferential advertising rates for the February issue highlighting Media. Bruce Middleman and Rachel BenAri negotiated well on behalf of Media businesses.
- C. The Welcoming Committee is still gathering information for the directory and is converting files to have an easy transition.
- D. Drew Arata reported for the Website Committee that year to date the site hosted 38,711 unique visitors, roughly 3,300 per month. Kevin Schramm noted that our web stats indicate that visitors are spending 30 seconds on the front page. Updates continue to be made to increase usability.
- E. Zubair reported the Dining Under the Stars committee will meet in January to plan for next year. They plan to create conditions and structuring, financial framework and plans for collection of funds.
- F. Paul Patchel reported on the Music Series. Dates have been set of 2009. It was asked if a bundle ticket could be made available for all three events at a discounted price. Paul reminded Board that fundraising will be critical and he will be requesting \$5,000 each for sponsorship.
- G. No report for Antiques Day.
- H. No report for the PR committee.

VIII. NEW BUSINESS

Elections for Board governance positions will be held in January. Anyone interested should let us know by the January Meeting.

Drew Arata asked if he could re-nominate the existing executive positions. Kathleen McGehean seconded that request.

Candice Caprice nominated herself for the President position of the Board.

IX. OLD BUSINESS

The idea of purchasing staging for the MBA's use was once again revisited. Zubair reported that although the initial purchase of staging is expensive, it would end up paying for itself especially if it can be rented to other Media entities.

Board asked Zubair to get current pricing so that it could be explored again. Paul Patchel reminded that it can be used for events and Dining under the Stars all summer.

Harry Havnoonian reminded that we should look in to potential liability exposure if we do get to a position to rent staging.

Next Meeting Scheduled for January 13th at 6:30PM.

Motion to adjourn made by Christopher Dougherty, seconded by Harry Havnoonian.

So approved.

Meeting adjourned at 8:37PM.

Respectfully submitted,

Andrea Linvill
Administrative Assistant