

Media Business Authority Board of Directors Meeting Minutes

February 23, 2010

In Attendance: Kevin Schramm, Christopher Dougherty, Drew Arata, Lynne Green, Bobbie Dallas, Jon Schaffer, John Vizzarri, Zubair Khan

Absent: Bill Gross, Warren Kuo, Harry Havnoonian, Amy Bullock, Rachael Benari, Peter Bendistis, Tom Hibberd, Ed Lawlor and Eric Stein

Guests: Jean Leoni

Meeting called to order at 7:00 PM.

- I. **Agenda Review:**
Kevin
- II. **Public Comments:**
None
- III. **Old Business:**
 - a. January 2010 Treasurer's Report was not reviewed due to lack of quorum.
 - b. Jean Leoni reported that the SEPTA meeting has not yet been rescheduled.
- IV. **New Business:**
None
- V. **Approval of Minutes from December Meeting:**
January Minutes by was not reviewed due to lack of quorum.
- VI. **Approval of the Treasurer's Report:**
January 2010 Treasurer's Report was not reviewed due to lack of quorum.
- VII. **Borough Liaison's Report**
Monica Simpson could not attend and so sent her report. Zubair read the report:
 - a. The Borough held a Public Input meeting about 1 West State Street prior to the 2/18 Council Meeting. There is no movement as yet and all comments will be taken under consideration. She thanked all who attended the meeting.
 - b. At their March workshop, the Council will discuss the MBA request to waive the Mass Gathering Permit fees for three Resident Events: Garage Sale, Santa's Arrival & New Year's Ball Drop.
 - c. The Council-sponsored breakfast for business owners to meet the new Council Members with the MBA will likely be held Tuesday March 9, 2010 @ 8:00am at the Community Center. The MBA will assist the Council in sending notice to all the businesses.
- VIII. **Committee Reports**
 - a. Executive Director's Update
 - Zubair reported that four mass gathering permit applications (for Dining Under the Stars, Blues Stroll, Food Festival and Jazz by Night) have been submitted to the Borough.
 - Media Real Estate has made the decision to close and demolish the Media Inn
 - Annual Audit will be coming soon. All records and inventory of Merchandise is ready. All 55 1099 forms were issued.
 - John Vizzarri suggested that all records about 1099 can be logged in QuickBooks which can automatically generate 1099's for next year.

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- b. Events Committee
 - Dining Under the Stars (Jon Schaffer):
 - Agreement letter has been revised and fees schedule set
 - Azie and Stephen's have already paid for the season in-full
 - Recommendation for MBA to fund entertainment on blocks 1 & 3
 - The LCB application for outdoor extension will be sent to all participants
 - Music Series:
 - A letter of interest was sent to Benjamin's Family Market, Azie & Iron Hill Brewery
 - Per Paul's report, the current status is:
 - Roots bookings are 70% complete; costs tracking 10% under budget
 - Blues Bookings are 70% complete: costs tracking 6% under budget
 - Jazz bookings are 10% complete; costs tracking on-budget
 - Antiques Day:
 - Recommendation to change format to "Media Car Show" as the presence of cars attracted majority of attendees the last two years.
 - Zubair also handed out proposal from Delco Cruisers for Board to review.
 - Drew asked for consideration of the Delco Cruisers DJ, for example possibly using the MBA street speakers to regulate volumes and distribute the music throughout State Street.
 - Kevin requested that the branding and goals for the event be further developed to help the Board gain support/participation of businesses (ie, to be open for the event), and so the Board can evaluate the success of the event afterwards.
 - New Year's Ball Drop:
 - Towne House Restaurant has sent a letter to the Board about hosting the 2010 New Year's Ball Drop. Christopher Dougherty, Jon Schaffer and Zubair will discuss details with John Carnie and report back to the Board.
- c. Promotions Committee (Chris Dougherty)
 - Advertising
 - Recommended a strategy to reconnect with local parents by advertising with schools (i.e., year books, sports)
 - Merchandising
 - Distributed the of 2/20/10 report on inventories, locations, revenues
 - Recommended a merchandise "Design Contest" through local high schools
 - Recommended issuing a press release highlighting all participating retailers
 - Recommended selling music series artist CD's online with MBA merchandise
- d. Logistics Committee
 - Welcoming (Jean Leoni)
 - The quote from Media Copy for printing the Directory is \$375 for 150 copies.
 - The directory will be sold for \$7.00, and 25 copies have already been pre-sold.
 - This expense was approved last year, so printing is planned for next week.

Meeting Adjourned at 9:30 PM.

Respectfully Submitted,

Christopher Dougherty
Secretary