

**Media Business Authority  
Board of Directors Meeting Minutes  
January 13, 2009**

<b>In Attendance:</b>	Christopher Dougherty, Monika Rehoric, Peter Bendistis, Anthony Cavaliere, Tom Hibberd, Drew Arata, Lynn Green, Rachael BenAri, Kathleen McGehean, John Vizzarri, Candice Caprice, Ed Lawlor, Kevin Schramm, Harry Havnoonian, Bobbie Dallas, Joe Chupein, Monica Simpson, Zubair Khan
<b>Absent:</b>	Bill Gross, Dan Brodeur, Roger Ricker, Warren Kuo
<b>Guests:</b>	Paul Patchel, Amy Bullock, Fred Shamlian, Peter Listino, Bruce Middleman

**Meeting called to order at 6:39 PM.**

- I. Approval of Minutes from December Meeting:**  
Motion to approve December Minutes by Drew Arata; seconded by Chris Dougherty. So approved.
- II. Public Comments:**
  - A. Fred Shamlian, from Shamlian Advertising introduced to the Board. He will be on Promotion Committee. Also, wants to re- introduce “Pay it Forward.”
  - B. Amy Bullock from Starry Eyed Optical was there to observe.
  - C. Peter Listino, from Selene Whole Foods was observing, and also announced that he may have a lead for a donation or benefactor for a Fair Trade type non-profit organization. **MBA thanked Peter and will assign the appropriate committee to discuss his lead in more detail.**
  - D. Bruce Middleman of B. Gross Menswear and a member of the MBA’s Promotion Committee for the past four years was observing and made a comment about economy being sluggish and need to promote Media more through Advertising and Promotions.
- III. Approval of the Treasurer’s Report:**
  - A. John Vizzarri gave his year end analysis, also discussed ’09 Budget. John will be sending copies to all Board Members.
  - B. Anthony Cavaliere made the motion to approve December’s Report. Seconded by Drew Arata. Motion passed.
- IV. Elections ’09:**
  - A. Final nominations were announced and closed.
  - B. Our Solicitor, Joseph W. Chupein, announced that (4) Absentee Votes were received, and will count.

- C. The three post for the Executive Committee, Dan Brodeur (Vice President), John Vizzarri (Treasurer) and Anthony Cavaliere (Secretary) were uncontested. All three were elected.
- D. Monika Rehoric and Candice Caprice for President. Joe Chupein passed the ballots, and counted all votes. Monika 12, Candice 7. Monika was elected as President for '09.
- E. Kevin Schramm asked about changing some of the MBA By Laws, specifically in the area of **election timing and agenda for the annual planning meeting**.

## **V. BOROUGH LIAISON REPORT**

Monica Simpson reported:

- A. Mass gathering applications for events are starting to come in, so therefore the Borough will move ahead to create new guidelines for '09 with approvals and suggestions from Public Safety and the MBA.
- B. Concerns were voiced regarding the Event Evaluation process. It was suggested a formal MBA policy or guidelines be forwarded to the Liaison.
- C. Candice Caprice attended the last Borough Workshop meeting and reported that a Council person did not show respect to the MBA when the MBA issue was brought up.
- D. Bruce Middleman asked Ms. Simpson if 100% of the Mercantile Tax Collected by the Borough was given to the MBA in the original By Laws. Monica Simpson responded that it was at the discretion of the Council as to how much of the Mercantile Tax revenues be allocated to the MBA. Candice was appointed by Monika to collect information from the Media Borough about the dollar amount of collections for the last couple of years.

## **VI. Committee Assignments:**

- A. Drew Arata proposed a grouping structure to better organize the various MBA committees and has offered to refine his proposal and distribute to the board members for additional feedback and consideration (note: the draft structure is used below for the committee membership assignments).
- B. Kevin Schramm proposed that each committee summarize its charter, outline 2009 goals and estimate its 2009 budget (expenses and revenue) before the February MBA meeting. Monika requested all committees to send her this information within two weeks so she can review, assemble and distribute all to the board prior to the February meeting.

### **C. Events**

- Chinese New Year – Warren Kuo
- Music – Ed Lawlor, Kevin Schramm
  - Americana Roots Ramble
  - Blues Stroll
  - Jazz by Night

- Dining Under the Stars – Dan Brodeur, Ed Lawlor, Candice Caprice, Kathleen McGehean, Rachel BenAri, Anthony Cavaliere
- Bike 4 Sight – Harry Havnoonian
- Antique Day – Rachel BenAri, Monika Rehoric, Bobbie Dallas
- Food Fest – Warren Kuo, Drew Arata, Chris Dougherty
- Holiday – Monika Rehoric, Bobbie Dallas, Rachel BenAri
  - Decoration
  - Santa Arrival
  - Santa
  - Horse & Carriage
  - New Years Ball Drop – Dan Brodeur

#### **B. Promotions**

- Marketing – Rachel BenAri, Candice Caprice, Drew Arata
- Advertising
  - Print
  - Digital
  - Video
- Technology – Kevin Schramm, Drew Arata
  - Website
  - Mailing List
- Public Relations
  - Press Releases
  - Television
- Merchandising – Bill Gross, Rachel BenAri, Tom Deschere

#### **C. Logistics**

- Welcoming Committee – Lynne Green
- Business Retention
- Environmental – Dan Brodeur
- Long Term Planning
  - Event Evaluation – Anthony Cavaliere, Candice Caprice, Kathleen McGehean
  - Bi Law Updates – Executive Committee, Drew Arata
- Finance – John Vizzarri, Anthony Cavaliere
- Fund Raising
- Communication – Candice Caprice, Kevin Schramm

### **VII. NEW BUSINESS**

- A. Anthony Cavaliere announced that interview was conducted with Amy Bullock for the MBA Board member. It was recommended by Mr. Cavaliere, in a form of a motion, that Amy Bullock be appointed to the MBA Board, seconded by Drew Arata. Amy's name now will be forwarded to the Media Borough Council for final approval.
- B. Zubair Khan announced that this year there will be 12 meetings of the MBA Board. The August break is no longer.

C. John Vizzarri announced that Citibank is having a MBA's sponsored Business Mixer on Thursday, January 22 at 5:30 pm at their Media Branch.

**VIII. Motion to adjourn**

A. By ?????, seconded by ???. So moved. Meeting Adjourned at 9:00 PM.

Respectfully Submitted

Zubair Khan  
Executive Director