

Media Business Authority

Board of Directors

Meeting Minutes

Tuesday, July 14, 2009

In Attendance: Monika Rehoric, Zubair Khan, Monica Simpson, Drew Arata, Anthony Cavaliere, Dan Brodeur, John Vizzarri, Kevin Schramm, Jon Schaeffer, Bobbie Dallas, Tom Hibberd, Christopher Dougherty, Amy Bullock, Peter Bendistis, Warren Kuo

Absent: Bill Gross, Ed Lawlor, Lynne Green, Harry Havnoonian, Rachel Ben-Ari

Guests: Paul Patchel, Andrea Linvill, Bryan Messick, Nick Yocco.

Call to Order: 6:40

1. Approval of Minutes: Motion to approve: Dan Brodeur; Seconded: John Vizzarri.
2. Solicitor's Report: None.
3. Public Comments: None.
4. Approval of Treasurer's Report: Motion to approve Report: Anthony Cavaliere; Seconded: Dan Brodeur.
Chris Dougherty made a request for printed Treasurer Report in order to be more compliant with the Bylaws.
5. Borough Liaison's Report: Monica Simpson reported that Zubair was given a letter from the Borough in regard to the Downtown Reporter. Action on this subject was tabled until August Meeting.

Ms. Simpson reported that at this Thursday's Borough Council meeting a Mass Gathering Permit for the Fall Super Sunday is up for decision. A request was made by the Liaison for an opinion on this matter, as the Borough is aware of strong feelings of MBA Board. Discussion included the lack of appropriate supervision and authority figures on site to discuss any problems, the quality and conflict of merchandise, and other negative feedback has been received. The suggestion was made that certain conditions be considered and a requirement be made that Zubair and a staff of his choosing be hired as Liaison to the event to ensure compliance with the stipulations.

Ms. Simpson also reported on a side note that the Media 5 Miler went very well. There were approximately 200 "bandits" – people running without registering which proves to be a problem because the emergency staff hired and placed is based on the registered numbers. Organizers are considering raising the cap so that safety is ensured.

6. Committee Reports by subject area:

a. Events

1. Music Series

- The Blues Stroll went well. The rain came at a very unfortunate time. An itemized budget report is coming.
- The Jazz Fest is underway Paul is working on getting a big name headliner. Committee continues to seek financial support. Any leads are appreciated. A question was raised about looking at dates to make sure that we aren't scheduling our event when other towns are also hosting events of a similar nature. The Music Committee will review the issue. It was also asked if the ticket price should be changed and if the Board should have direct input. The Music Committee will study the pricing issue and make a recommendation to the Board.

2. Dining Under the Stars

This event has been very successful. We are seeing more participants. Advertising is ongoing, and the restaurants are assuming many more responsibilities so that Zubair doesn't have to shoulder all these duties. Drew Arata commented that this event is in keeping with the Houston Report's "extended hours" recommendation. Discussion ensued about adding other nights when portions of State Street might be closed for outdoor entertainment.

3. Holiday Committee is meeting regularly. is no No formal report was made.

4. Antiques Day

The event doubled last year's profit, earning \$2,800. A more complete report will follow. The Car Show part of the event was very successful.

b. Promotions

1. Merchandising - MBA Merchandise to be sold has been delivered to various stores throughout the business district. The embroidery shop on Jackson St. is using the copyrighted logo without permission; in effort to control such action, Zubair sought the direction of the Board in how to approach this business. A notice letter from Joe Chupien would be the proper step.

2. Technology- Several businesses in town won various categories in the "Best of the Main Line" Awards. The concept of Associate memberships needs attention. The MBA asked Liaison why MBA events are not listed on the Borough's calendar. It was explained that this information gets funneled through one borough employee: this will be addressed.

3. PR Committee- See New Business.

7. New Business

Crozer Keystone made a presentation to MBA to join us in a cooperative marketing program. The benefits to the MBA were outlined. The initiative would require a financial commitment from the MBA and from individual businesses. Crozer Keystone wants to have a point person for decisions rather than working through committee. The MBA office has presentation packets should anyone need more information. Zubair asked for Board support to move forward. Board approved.

Motion to adjourn meeting made by Drew Arata, seconded by John Vizzarri.

Adjournment 8:52PM.

Our next meeting will be held on Tuesday, August 11, 2009 at 6:30 pm.

Respectfully submitted,
Anthony Cavaliere, Secretary