

Media Business Authority Board of Directors

Meeting Minutes

Tuesday, June 9, 2009

In Attendance: Monika Rehoric, Zubair Khan, Ed Lawlor, Monica Simpson, Drew Arata, Anthony Cavaliere, Dan Brodeur, John Vizzarri, Kevin Schramm, Lynne Green, Harry Havnoonian, Jon Schaeffer, Bobbie Dallas, Tom Hibberd

Absent: Christopher Dougherty, Rachel BenAri, Joe Chupien, Amy Bullock, Peter Bendistis, Bill Gross, Warren Kuo

Guests: Paul Patchel, Blake Strine, Jean Leone, John Dorchester

Call to Order: 6:40

1. Approval of Minutes: Motion to approve: Kevin Scramm, Seconded: Drew Arata
2. Solicitor's Report: None
3. Public Comments: Jean Leone and Blake Strine presented on behalf of the Welcoming Committee. The committee conducted a mini survey of merchants to determine if the best course of action for the Business Directory would be to prepare hard copies or just PDF. They found that many would like to have a hard copy and would be willing to pay for it if it is necessary. The Directory is still being updated. A request was made for assistance in completion of the information.
Jean Leone reported about merchandising. She has had several requests for merchandise from other businesses. Zubair will contact these merchants.
4. Approval of Treasurer's Report: Motion to approve report: Anthony Cavaliere Seconded: Drew Arata

Borough Liaison's Report: Monica Simpson reported that no legislative action has been taken. Three MBA Board resignations were accepted and letters of thanks were sent from the Borough.

On a side note, Monica announced the upcoming Media 5 Miler race and requested volunteers for that evening. The organizers would also appreciate food contributions from restaurants.

Ed Lawlor asked Liaison about the open container law. The Amendment 107-1 of Ordinance #1061 was passed restricting open containers. A copy of the Amendment was requested and will be distributed to Board.

Drew Arata spoke regarding Bastille Day. The celebration will take place on Saturday, July 11th with State Street being closed from Jackson to Orange.

The MAC contacted the MBA regarding the restaurants setting up outdoors much like the Dining Under the Stars event and MAC was advised that the LCB regulations and permission to serve alcohol streetside were clearly limited to the specific days requested on the applications. No alcohol will be served at the restaurants that set up streetside.

5. Committee Reports by subject area:

a. Events

1. Music Series

- Paul Patchel reported on the upcoming Blues Stroll on June 13; everything is ready to go for Saturday. A schedule of the performers / venues was distributed. WXPB has been giving us more air play as a “WXPB Welcomes Event”. Fundraising has been difficult with the current economy. Paul encouraged all the Board Members to attend the Stroll and bring some friends as their guests.
- Paul reported on the status of the Blues Stroll Documentary which was begun last year and previously reported to the Board. The concept of the film has not changed, but will now be funded as a “for-profit project” by investors. The MBA’s only financial contribution is \$2500, and this was paid last year. Paul reported that Joe Chupein had reviewed the agreement and release that John Dorchester, the filmmaker had prepared; Joe advised some changes to the documents. John showed the Board a “Trailer” of the film. The Board expressed their consensus that the project should continue, and that the Agreement and Release as presented could be signed by the Board President.

2. Dining Under the Stars

The committee is planning to do a different theme each month. For example they are considering “Christmas in July” or “St. Patty’s Day” in September.

Technology Committee asked the DUS to send along photo and information that can be added to the visitmediapa website.

Another effort would be to request the retailers to extend their hours. The suggestion was made to charge \$30 per month for the retailers and balloons will be provided to indicate the business is open. Further discussion took place and it was suggested that there might be more needed to warrant a \$30 fee.

3. Holiday

Bobbie Dallas reported that we are still in need of funding for the carriage rides. It was suggested that we charge businesses \$50 during the Christmas season. A motion was made and approved with Kevin Schramm voting no. Bobbie also brought a wreath in as a potential fund raising effort.

4. Antiques Day
Applications are coming in very slowly. Kevin Schramm cautioned that if it is not successful, perhaps it should be made in to an antique car show instead.
- b. Promotions
 1. Merchandising - Merchandise to be sold has been delivered throughout the business district.
 2. Technology- The website is updated and is a useful tool for promotion. Committees were reminded to submit high resolution, digital photos. It was also requested that the merchandise be photographed to be listed on the website.
 3. PR Committee- The committee met with four PR firms and discussed our needs and Tony expressed that the sense was that the MBA is not in a place to hire a PR firm. Jon Schaffer brought an independent consultant on board to look at the MBA and its needs. It would appear to be a 40-60 hour project.
Tom Hibberd asked about grants for promotion. Paul Patchel suggested speaking with Karen Taussig Lux, the Borough grant writer.
6. New Business
 - a. The resignation of Candice Caprice from the Board was accepted.
7. Old Business
 - a. Harry Havnoonian reported on the Bike 4 Sight. 170 bikers were pre-registered. If the weather is good, they could attract 300 bikers. The mixer was a success.
 - b. Ed Lawlor did not agree with the concept of the MBA Associate Membership. He felt as though it may contradict the mission of the MBA.
 - c. Zubair reported that Andrea will be leaving to attend graduate school. She is willing to help out whenever she can.
 - d. Mr. Cavaliere made a motion that Board meetings should not last beyond 8:30pm. Mr. Hibberd seconded, the motion passed.

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

Adjournment 9:05PM

Our next meeting will be held on Tuesday, July 14, 2009 at 6:30 pm.

Respectfully submitted,
Anthony Cavaliere, Secretary