

Media Business Authority Board of Directors

Meeting Minutes

Tuesday, March 10, 2009

Meeting was Called to Order at 6:42PM

IN ATTENDANCE: Monika Rehoric, John Vizzarri, Lynne Green, Harry Havnoonian, Kevin Schramm, Rachel BenAri, Tom Hibberd, Drew Arata, Candice Caprice, Chris Dougherty, Amy Bullock, Kathy McGehean, Monica Simpson, Anthony Cavaliere, Dan Brodeur, Bobbie Dallas, Peter Bendistis

ABSENT: Warren Kuo, Roger Ricker, Bill Gross, Ed Lawlor, Zubair Khan

GUESTS: Andrea Linvill, Paul Patchel, Jean Leone, Debbie Price, Doug Ferrell, Cindy Flynn

1. APPROVAL OF MINUTES:

Motion to approve January Minutes made by Anthony Cavaliere.

Seconded by Kevin Schramm. So approved.

Motion made to approve February Minutes made by Rachel Ben Ari.

Seconded by Drew Arata. So approved.

2. SOLICITOR'S REPORT : NONE

3. PUBLIC COMMENTS

- a. Jean Leone reported in regard to Dining Under the Stars. It was suggested last year that retailers could put a flyer in the bill for the end of the night in hopes of promoting retail business with this ongoing event. She presented the idea of scratch off tickets. An effort would be made to get businesses to participate. When she contacted the company she knew of for scratch off tickets, they sent a sample of one from a town in NY. The cost to the business owners would be \$30 per 25,000 if 36 businesses sign up. The consumer would receive the ticket upon paying the restaurant bill and would have the opportunity to scratch off when you get to the register of the retail establishment. There would be 5/6 different scratch offs per card to be used at different businesses. Jean will be looking for a volunteer to create card. (In terms of doing graphics etc.) Dan Brodeur added that the DUS committee is looking for retailers to help with DUS from that perspective. Suggestion was made to set a consistent meeting date and time so that more have the opportunity to attend.

4. APPROVAL OF TREASURERS REPORT

No official report. John Vizzarri stated that the February report will be prepared for review in April along with the March report.

5. BOROUGH LIAISON REPORT

Monica Simpson reported on the Iron Hill Brew Fest. As this event has grown, the Borough has been listening to retailers to try to accommodate all. While Borough understands the concerns of the business owners, the benefit in terms of the contribution that is made to a borough non profit is also important. In effort to gather information from the retailers in the area of the event Zubair went to poll folks in the area. The information was gathered and Monica gathered the information in to a report. After a close review by borough officials, a Mass Gathering permit was approved with conditions. Hopefully these conditions will work to help the retail establishments as well as enable a safe, fun event.

Secondly, Monica Simpson reported that the Borough's Public Safety Committee presented an ordinance for new mass gathering permit. It is currently under review by the Solicitor. It deals with safety concerns: road closure issues i.e. access for emergency vehicles etc., retail spaces placed away from corners, etc. Someone from the Borough will be put in charge of the event to work with the coordinator of the event. Any event beyond Orange Street and beyond Monroe Street would need to go through Police Chief for approval. Monica will get copy to Board as soon as it is back from Solicitor. Input from MBA was greatly appreciated. Price could be changed to reflect additional costs.

6. COMMITTEE REPORTS BY SUBJECT AREA:

Pete Bendistis reported that Media Theater Board has approved expanding its act base to include bigger names. At this point they are looking at 6-8 shows when Theater not having shows. They are working with agents that book in Atlantic City. The Theater Board is looking forward to having some larger name bands.

a. Events

1. Music Series

- Status report was given on the series. The Committee is looking at many options to offer something more tangible to music series attendees that bring folks back after the music event. Committee continues to work hard at options for grants, fund raising. Paul Patchel is always open to answer any questions you may have.
- Roots Ramble April 18 Line up attached. Tickets will be available this weekend. Retailers request hand out information with web site and basic info.
- Fundraising leads from Board

- ASCAP has contacted Series. They collect royalties. They sent a letter that is with MBA Solicitor Joe Chupien. Joe will contact Monica as President with his opinion. The estimated exposure is \$240 for the BluesStroll and \$140 each for the Roots and Jazz. Permission was requested for Monika to sign so that we can get this letter out. Suggestion was made to double check that we aren't paying twice: once by the hosting restaurant, and once by MBA. Paul will speak to Joe regarding this. Decision to sign is waived until Paul speaks with Joe.

2. Dining Under the Stars

Dan Brodeur reported that they have had a few light meetings. Mayor had been encouraging earlier organization of group to get a jump start. The committee is looking for more help and is especially anxious to have more retailers involved. Lisa at 10,000 Villages offered. Some retailers felt left out last year because things were pulled together so quickly. MBA will include a request for retailers assistance in Business Briefs to gather from broader retailer pool.

Dan spoke to Jim Jeffrey to get a letter for the LCB to waive the \$250 fee for each restaurant to extend their license to cover the sidewalk dining. Jim Jeffrey was contacted because the LCB said they would comply with Borough codes. Monica Simpson will look in to this for the MBA. Ed Lawlor worked on this within his legal realm last year.

Candice Caprice offered to participate as a retailer. The suggestion was made that every effort should be made to inform the greater community of event meetings. Dan Brodeur will inform of meeting date. Tentative meeting set for Monday 3/16 @ 3pm. Brodeur's.

b. Promotions

1. Merchandising – Rachel Ben Ari reported that we are looking in to purchasing broader inventory. New things with new logo. Old items will have ½ and ½ so that all are pleased. Using updated colors and design to modernize. Suggestion for license plate for front of car was made. Prices were set uniformly. Businesses will earn a little money for their time, space and effort. Tom Hibberd mentioned Fair Trade Concert shirts that would be available for \$5 each. Question was raised about taxing on non clothing items. It was suggested that Solicitor be contacted.
2. Technology- Kevin Schramm reported that the home page was refreshed twice since we last met. A Music series update will be done

next. News page is available. Any press that a business gets should be forwarded to committee. We would like to fill our calendar with as much as we can. Parameters not set – so far - if Media borough business has any event, can be listed.

Suggestion made to have all business owners take the time to visit visitmediapa.com. The more hits, the better. Committee is looking to expand different channels. YouTube for videos, Flickr for photos, Facebook – Mike Hannigan is now heading up a Media Facebook page. Committee spoke with Mr. Hannigan to try to coordinate usage of branding etc. Try to work WITH him. Constant Contact has been set up to coordinate our email system. MBA computer is being backed up regularly. If you have information to back up, send to MBA office.

c. Logistics

Drew reported that the bylaws were worked on. It will be discussed at Executive Session.

New Committees have been formulated in to 3 committees. We are set up now in these categories. It was suggested that one person be key to gather information for each committee.

The Business Directory is in process. Committee of 3 is plugging away at finalizing information. While some of the information is available on the web page, there is additional information that needs to be collected. Technology Committee is happy to help out in any way. Suggestion made to have a meeting between Welcoming and Technology.

Finally, the last statement from the February 19th Workshop Meeting:
“More transparency is needed in the MBA as an organization and in the Board. Control over the meetings through structure is needed. Accountability needs to be incorporated with a renewed respect for each other. We are all working for the same goal and we need to behave professionally with respect for the past and focus on the future.”

In terms of communication, we hope to have folks use the website to help in creating channels of communication.

7. New Business

a. Publicist – Candice has proposal. This publicist sent her resume. \$2000 per month to put press out. She is also available to coordinate events but that isn't probably what we need. She is the Publicist for Haddonfield NJ. Has “Town” experience. Monika suggested a committee of at least three Board members to interview. Question of commitment of time – this publicist has a twelve month minimum.

Question was raised about conflict of interest. Can Board member be in attendance for an interview of a potential independent contractor that they hire?

This has to go through a bidding process due to the amount that will be spent. Board members need to be getting other publicists to bid on this. Treasurer suggested that we allocate advertising budget funds or other committee funds to pay. Another Board member raised a concern about paying for the publicist.

Rachel Ben Ari will collect the proposals and set up interviews.

b. Rachel BenAri reported on a Customer Survey – In response to last meeting Mayor McMahon’s comment about what needs to be done to help our situation in terms of the economy. This survey was created after much hard work from many people. Until now it hasn’t been used. The Promotions committee is asking for a vote for approval to take this to the street. Suggestion was made to broaden scope to include the broader business districts of Baltimore Pike and beyond. Committee chose the language with that in mind. Kevin suggested that we put it on webpage. Suggestion was made to add email address line. Board member stated that she will offer a freebie if customers will fill out the survey. Maybe others will too. Motion was made to spend the \$207 for 2000 copies. Seconded Anthony Cavaliere. All Approved.

8. Old Business

John Schaffer of Schaffer Music applied for Board. He was interviewed by a committee of the Board. Motion to recommend John Schaffer was made by Anthony Cavaliere, seconded by Bobbie Dallas. So approved.

Meeting was adjourned at 8:55

Respectfully submitted,

Anthony Cavaliere
Secretary