

Media Business Authority Board of Directors Meeting Minutes

March 9, 2010

In Attendance: Kevin Schramm, Jon Schaffer, John Vizzarri, Tom Hibberd, Ed Lawlor, Warren Kuo, Eric Stein, Zubair Khan and Eric Stein

Absent: Bill Gross, Christopher Dougherty, Harry Havnoonian, Amy Bullock, Rachael Benari, Peter Bendistis, Lynne Green, Drew Arata, Bobbie Dallas

Guests: Jean Leoni, John Hilferty, Paul Patchel, David Amsterdam, Christopher Pavlou, Amy Johnson, Addie Ciannale

Meeting called to order at 6:40 PM.

I. Agenda Review:

Because of lack of quorum, Chairman, Kevin Schramm directly went to public comments.

II. Public Comments:

a. Amy Johnson and Addie Ciannale presented the Farmer's Market concept to the Board and spoke about the benefits of having such a market. Buy Fresh, Buy Locally will be at the parking lot at State & Gayley Streets on Thursday afternoon from 1-6 pm. There will be total of no less than 10 vendors. Liability, trash, & parking issues were brought up. There have been two presentations to the Borough Council thus far and the hope is to start the market in the Spring of 2010.

- John Hilferty, resident, responded about having it on the Plum Street Mall, and not taking away the spaces at Gayley Parking lot.
- Ed Lawlor asked why Thursday? Amy responded, "they did not want to compete with other Farmer's Markets."
- Chris Pavlou made a statement that local businesses like Trader Joe's, Benjamin's Family Market, and Best Produce will be affected by outside vendors competing. Jon Schaffer requested that he would like to see an electronic document/summary of the plan presented.
- Tom Hibberd wants to see it happen and stated it will not affect the parking issue with The Media Theatre.

b. David Amsterdam from Franklin Maps made a presentation about doing a Community guide and map, with Upper Providence and Media combined. They will publish 10,000 pieces, and like to solicit in the business district for ads. All Advertisers will get laminated copy of the map.

III. Old Business:

a. January and February 2010 Treasurer's Reports were not reviewed due to lack of quorum.

IV. New Business:

Towne House Restaurant has sent a letter to the Board about hosting 2010 New Year's Ball Drop. Christopher Dougherty, Jon Schaffer and Zubair to discuss details with John Carnie and report back to the Board.

V. Approval of Minutes from December Meeting:

January and February Minutes were not reviewed due to lack of quorum.

VI. Approval of the Treasurer's Report:

March 2010 Treasurer's Report was not reviewed due to lack of quorum.

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VII. Borough Liaison's Report

Eric Stein reported:

- a. The Borough held the Public Input meeting about 1 West State Street prior to the Council Meeting. All comments will be considered when the Committee decides on its recommendations to the Media Borough Council.
- b. Zubair asked about if the Borough would waive the mass gathering permit process for three Resident Events, Garage Sale, Santa's Arrival & New Year's Ball Drop. The Council discussed and agreed to waive the fee.
- c. Meet your new Council Members with the MBA and Businesses is set for April or May.
- d. Eric also discussed about IT plan for the Borough and wants the MBA to work together with plan. He has discussed it with Kevin & Drew. There will be an "IT Mtg" soon; MBA is to attend. He also discussed about the Board working on creating long term vision plan.
- e. There was discussion about the importance of getting all email addresses from the Commercial district. Kevin commented that the MBA has a mailing list of ~160 businesses now, but can use the Borough's help to ensure all businesses are represented.

VIII. Committee Reports

a. Executive Director's Update

- Mass Gathering permits for Blues Stroll, Food Festival and Jazz by Night have been submitted to the Borough. Permits for future events will be reviewed as the date approaches.
- Annual Audit is under way. All documents requested were furnished to the auditors.
- Trademark for "Everybody's Hometown" is up for 10 year renewal. The Board asked to look into doing it ourselves (ie, online) due to high costs.

b. Events Committee

- Dining Under the Stars (Jon Schaffer):
 - Mass gathering permit application for DUS has been approved
- Music Series (Paul Patchel):
 - The current status is:
 - Roots bookings are 85% complete; costs tracking to revised budget
 - Blues Bookings are 70% complete; costs tracking to revised budget
 - Jazz bookings are 10% complete; costs tracking on-budget

c. Logistics Committee

- Welcoming (Jean Leoni)
 - Jean Leone presented the Board with printed copy of the Directory and a check for copies already sold.
- Technology
 - Twitter(daily tweets, 203 followers); ConstantContact (Mar newsletter to be sent shortly, 189 contacts collected thus far)
 - Website updates (banner ads, business signup form, twitter widget)

Meeting Adjourned at 9:30 PM.

Respectfully Submitted,

Christopher Dougherty
Secretary