

Media Business Authority Board of Directors Meeting Minutes

September 13, 2011

In Attendance: Kevin Schramm, Zubair Khan, Peter Bendistis, Ed Lawlor, Christopher Dougherty, Tom Hibberd, Loic Barnieu, Jon Schafer & Eric Stein

Absent: Bill Gross, Rachael Tarbutton, Warren Kuo, Debbie Pitt

Guests: Amy McDowell (Advanced Enviro Systems), Harry "Buzz" Waterston (Waterston Dental Care)

Meeting called to order at 6:35 PM.

I. Public Comments:

- a. Mr. Waterston has a Dental Care office at 200 East State Street. He commented on CAC Art show as "excellent" and said the band that played was also very good. He observed this event was not like Super Sunday. Ed Lawlor explained about the difference between the two; that the Super Sunday is Town Talk event.
- b. Eric Stein introduced Amy McDowell from AES. He also stated that Code enforcement Officer Jim Jeffery has taken photographs of trash facilities at various businesses and sending letters about EPA requirements. Amy discussed about new technology which can benefit Media. Her company does not have any Municipal accounts yet, but mentioned WAWA as an account. She recommended the business survey be done first at a cost of \$5-7K, which the Borough or the MBA would need to fund. After discussion and Q&A, it was decided that Borough and the MBA should look to share responsibility. Tom Hibberd and Loic Barnieu will be on the Committee to work with Eric Stein and the Borough on if/how to proceed.

II. Old Business:

- a. The supplementary MBA banners below the Baltimore Pike signage for the Olive Street garage are now installed.
- b. Dining Under the Stars rules have been posted online as decided last meeting and table cards will be printed for this week's DUS.

III. New Business:

- a. N/A

IV. Approval of Minutes:

- a. Tom Hibberd motioned to approve the August minutes, seconded by Pete Bendistis, motion carried.

V. Treasurer's Report:

- a. N/A

VI. Borough Liaison's Report:

- a. Eric Stein reported the new Borough website is almost ready and will be live in two week's time. Business information, resources for businesses along with all events can be listed on the site. Eric asked Kevin if the MBA will try to integrate with Borough site with images and links.

Media Business Authority Board of Directors Meeting Minutes

- VII. **Committee Reports:**
- a. Kevin reported that committee reports were not sent to the Board in advance of the meeting.
 - b. Promotion Committee had asked the Board to run banner ads in Delco Daily Times from mid October to the end of December to promote retail in Media. The cost per ad will be \$235 per Sunday issue. Zubair will negotiate price. Christopher Dougherty made a motion to approve \$4,000. For this campaign, seconded by Loic. All were in favor, motion carried.
 - c. Kevin spoke about the success of the CAC Art show held on State Street in September 10, stating the new layout of the booths in the middle of the street exposed stores and had several positive reviews. The retailers were busy and showed positive sales and exposure. A business survey will be conducted as well.
 - d. Zubair passed out the preliminary budget for the Food Festival in the absence of Warren Kuo. The income is projected to exceed last year's numbers.
 - e. Executive Director's Update
 - Zubair reported continued success with the 2011 sponsorship/fundraising efforts.

Meeting Adjourned at 8:16PM.

Respectfully Submitted,

Christopher Dougherty
Secretary

