

**Media Business Authority
Board of Directors Meeting Minutes
Tuesday June 13, 2017**

In Attendance: Bryan Messick, Debbie Pitt, Christopher Dougherty, Peter Bendistis, Courtney Rozsas, Frank Daly, Jack Cunicelli, Charlene Mulholland, Lisa Johnson, Zubair Khan, Deborah Shipley

Absent: Warren Kuo, Dan Lievens

Guests: None

Meeting called to order at 6:04 pm

1. Public Comments: (Zubair Khan)

a. None

2. Approval of Minutes (Jack Cunicelli)

a. **May Minutes-** Frank Daly made a motion to approve the May minutes, Courtney Rozsas seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. **2nd Quarter Financial Report-** Debbie Pitt announced that the 2nd Quarter Financial Report would be presented at next month's meeting.

4. Committee Reports (Zubair Khan)-

a. **Peter Bendistis: Car Show-** It was announced that the Car Show would have port-a-potties this year and that the event was coming along as planned.

b. **Charlene Mulholland:** Charlene Mulholland announced that she would be retiring at the end of the summer and that Sorella Boutique's lease would be up on August 31st and the business would be closing.

i. **Media Preservation Committee Report:** Zubair Khan announced that the next meeting for Business Preservation would be in July and a photo of the committee would be taken.

ii. **Digital Marketing Campaign Seminar Series-** Nothing to report at this meeting.

iii. **Christmas Committee-**Nothing to report at this meeting.

iv. **Merchandise Committee-** Nothing to report at this meeting.

c. Bryan Messick:

v. **Promotions Committee-** Nothing to report at this meeting.

vi. **Dining Under the Stars-** Issues and complaints related to problems with the music on the West End of town and Dining Under the Stars were discussed. It was decided to create a letter to both of the businesses asking them to take turns each Wednesday so that their music was not competing and not amplified. Bryan Messick added that the MBA needed to come up with a best practices policies for all events. Discussions also took place surrounding the nonprofits policy for tables at the event. Zubair Khan mentioned that although this had always worked well in the past, the requests to be at the event were increasing and he felt the board should further discuss and put into place future policies regarding nonprofit groups. Zubair Khan agreed to send a list of the

groups that had previously purchased space at the event to assist the board in making future policy decisions. The board all agreed that they did not want to see this event become like a town fair.

- c. **Warren Kuo: Food Festival-** Zubair Khan announced that money and applications were coming in for October's Food Festival.
- d. **d. Courtney Rozsas: Media Restaurant Committee-** Courtney Rozsas announced that Media Restaurant Week had fizzled out. The board discussed looking at it again in July. Zubair Khan announced that Bastille Day would not be happening this year.
- e. **Jack Cunicelli: Farmer's Market / Short Term Parking Proposal-** Nothing to report at this meeting.
- f. **Dan Lievens/Kevin Schramm: IT/ Merchandising Online-** Nothing to report at this meeting.
- g. **Christopher Dougherty: Holiday Stroll/ New Year's Eve Ball Drop-** Nothing to report at this meeting.
- h. **Frank Daly: Finance/ Recruitment-** Nothing to report at this meeting.
- i. **Zubair Khan- Mass Gathering Permit-** It was discussed that the Mass Gathering Permits for next year's events should be submitted by December of this year to allow time for any revisions or concerns to be addressed.

5. New Business (Bryan Messick)

- a. **MRW Loans-** Not discussed at this meeting.

6. Borough Liaison Report (Lisa Johnson)

a. Borough Update-

1. Portable Restaurant Decks- Lisa Johnson asked the Board to revisit the question of portable restaurants decks. She stated that Borough Council felt this was a decision to be made by the MBA and worked out with the restaurants and retailers. Various issues were raised regarding the portable decks including public safety and proper space for the trolley running on State Street as well as parking spaces being taken up by the decks. It was also discussed that the decks would be beneficial to the town to stay relevant with the current trend of outdoor dining. It was decided that additional information would need to be obtained through public safety before a formal recommendation was made by the Board.

2. Business Signage- Zubair Khan informed Lisa Johnson that the businesses in violation of signage code were notified and that about half of them had complied. He asked that at this point the Borough take over in any further actions. It was agreed that a letter would be sent to Borough Council regarding this issue.

7. Executive Director's Update (Zubair Khan)

- a. **May Report-** Zubair Khan informed the Board that close to \$16,000 in sponsorship money would be coming in over the next few weeks. Bryan Messick and Zubair announced that the Blues Stroll would be about \$10,000 short in revenue from the event last year, but that some of this had to do with 2016's act of Shemekia Copeland in The Media Theatre having an increased ticket price of \$30. Zubair Khan also informed the board that he felt the Music Series needed tweaking and a very solid committee to work together with some business minded members on the committee to take a look at the overall series of events. Courtney Rozsas stated that attendance was way down for her restaurant this year and Zubair Khan mentioned that several restaurants had complained about the outdoor acts and theatre taking away their attendance. Bryan Messick announced that he would join the committee and also added that they would like to see another board member become involved. Zubair Khan also added that he needed assistance from the board members to obtain new sponsors and to sit down with the committee to help make decisions. Several board members asked to be given specifics and then they could help in the future. Charlene Mulholland mentioned that the committee should

look at whether these events were helping the businesses.

Meeting Adjourned at 7:40pm.

Respectfully Submitted, Jack Cunicelli, MBA Secretary