

Media Business Authority Board of Directors Meeting Minutes

Tuesday, April 9, 2013

In Attendance: Kevin Schramm, Loic Barnieu, Debbie Pitt, Peter Bendistis, Tom Hibberd, Bryan Messick, Christopher Dougherty, Warren Kuo, Courtney Roszas, Zubair Khan, Deborah Shipley

Absent: Jon Schaffer, Eric Stein

Guests: None

Meeting called to order at 6:16PM.

1 Public Comments:

a None

2 Welcoming of New Board Member (Kevin Schramm)

a Kevin Schramm introduced and welcomed Courtney Roszas to the board.

3 Approval of Minutes (Jon Schaffer)

a March Minutes: Bryan Messick made a motion to approve the March minutes. Loic Barnieu seconded the motion, and the motion passed.

2 Treasurer's Report (Debbie Pitt)

- a Update on Event Budgets 2013 - Debbie Pitt informed the board that America's Music Series and the Promotions Committee had already sat down with her to create budgets for the year. Questions arose regarding the whether the expenses for events should fall within the event or promotions budget. It was agreed that the individual events would pay for their own advertising and promotion while the Promotions Committee would take a more generalized approach to advertising using their own budget. Kevin Schramm mentioned that the Constant Contact fee would fall under the Tech Committee budget.
- b Christopher Dougherty brought up the need to capitalize on some of the local publicity that Media had been receiving through such avenues as 'The Ellen Show'. It was discussed that it would be beneficial to have a "Media Promotions/What is Media" package to utilize in such cases. **Action Items:** Kevin Schramm and Zubair Khan will create a thank you note to send to Ellen. Kevin Schramm will email Media Monitor to see if they have access to the Ellen Show footage. The Promotions Committee will identify areas that they are lacking in photography.
- c First Quarter Financial Report- Debbie Pitt mentioned that the first quarter does not show much activity yet most likely due to the timing of the MBA events. She explained that expenses were down, but so was sponsorship income. She pointed out that the MBA needs to generate more revenue this year. Tom Hibberd made a motion to approve the 1st Quarter Financial Report, Warren Kuo seconded the motion and the motion passed.

3 Old Business (Kevin Schramm)

a Mass Gathering Permit Updates - Kevin Schramm and Zubair Khan attended the Borough Council Meeting where permits were up for vote. All permits were approved. The agreement regarding Dining Under the Stars street closure was to leave Orange Street open, but to close west of Orange on State Street. Borough Council recognized there was a role that the borough would need to play in the street signage for Dining Under the Stars. Kevin Schramm announced that, in the spirit of cooperation, the MBA should pay for half of



the signage. The signs cost \$640 total. Debbie Pitt made a motion for the MBA to accept half of the total cost of the safety signage for Dining Under the Stars, Bryan Messick seconded the motion, and the motion passed.

- b Billboard Program - Kevin Schramm announced that the Billboard Program would be approached from a risk-averse standpoint this year by buying weeks as businesses sign up rather than buying in bulk ahead of time. He noted that Steen was already at their bottom pricing for Media which would not enable the MBA to receive any benefits for early or bulk procurement of billboard weeks. He also mentioned that the billboard budget was set aside as \$10,500 for the year. **Action Item:** Kevin Schramm will include a blurb about the billboard advertising in the next Constant Contact business newsletter.
- c Sidewalk Cleaning Proposals - Zubair Khan announced that he had been meeting with potential vendors and that they were pricey for weekend services. He gave his opinion that the MBA should look into hiring an independent contractor to keep costs down until a better option presented itself and the board agreed. **Action Item:** The MBA will continue to obtain pricing from independent contractor cleaning services.
- d 2013 Bastille Day - Loic Barnieu reiterated that adopting Bastille Day would be cost neutral to the MBA. He mentioned that his restaurants would be sponsoring it and that he would be looking for other sponsors. Loic also mentioned that he believed that the MBA should be asking for more money for Dining Under the Stars from the participating restaurants and including Bastille Day as part of this request. Zubair Khan responded by informing him that the applications already were distributed and that some of the restaurants had already paid. On the topic of public safety and street closings, Kevin Schramm announced that the Mass Gathering Permits will be brought through the Public Safety Committee before going to the borough for approval to provide an opportunity for discussion and revision.

4 New Business (Kevin Schramm)

- a 2013 US Open / Golf Month - Golf Month plans are underway and are centered around the production of Dining Under the Stars on Mon/Tue/Wed the week of the tournament. Mass gathering permit to be submitted to the borough for approval in early May.
- b Opera @ Media Theatre - The International Opera will be a big event for Media at The Media Theatre May 30-June 1.
- c Retail Round Table - Kevin Schramm announced that it would be a good idea to hold a retail roundtable session to get the retailers more involved in brainstorming together some ways to address the retailers' concerns about slow business and sales..

5 Borough Liaison Report (Eric Stein)

- a None

6 Committee Reports (Zubair Khan)

- a Events Committees
 - Roots Ramble - All plans for Roots Ramble are on target.
 - Dining Under the Stars - See discussion above.
- b Promotions Committee-
- c Executive Director's Update- Kevin Schramm noted that the first MBA Mixer went well with both the Rotary and the Library in attendance. Zubair Khan thanked Loic Barnieu for generously putting out food for everyone that attended the mixer.
- d Logistics Committee-
 - Technology Report- Distributed; not discussed.
 - Summary of Public Safety Awareness Sessions- Kevin Schramm announced that the Public Safety sessions were very informative and that he would be posting the minutes on the MBA website for anyone who was unable to attend one of the sessions.

Meeting Adjourned at 7:49PM
Respectfully Submitted,
Jon Schaffer, Secretary

