

Media Business Authority Board of Directors Meeting Minutes

Tuesday, January 8, 2013

In Attendance: Loic Barnieu, Jon Schaffer, Tom Hibberd, Debbie Pitt, Peter Bendistis, Warren Kuo, Bryan Messick, Eric Stein, Zubair Khan, Deborah Shipley

Absent: Kevin Schramm, Christopher Dougherty

Guests: Art Leahy (Resident, Playwright, & Stockbroker), Steven Gariffo (My Three Sons Hot Dogs), Dean McKenna (My Three Sons Hot Dogs), Christine Sharbaugh (Sporting Gentleman)

Meeting called to order at 6:08PM.

1 Public Comments: (Zubair Khan)

- a **Art Leahy** (Resident, Playwright, & Stockbroker) - Art Leahy presented to the board his idea for this June to be announced as "Golfer's Month" in Media. He further explained that the Merion Golf Club in Ardmore would be hosting the US Open this year and that he felt that Media could have promotions all month long in conjunction with this event. He also announced that The Media Theatre had agreed to produce his new golf play, "Death on the 16th Fairway (the first in a 3-part trilogy) for 10 performances in the month of June. It was suggested by Art Leahy that a subcommittee be created to capitalize on capturing the golf population in the area.
- b **Steven Gariffo & Dean McKenna** (My Three Sons Hot Dogs)- Steven Gariffo announced that he was visiting the meeting this month to ask for more support in getting increased foot traffic to the West End of Media during town events and to clarify the rules regarding the business signage in Media. Zubair Khan explained to him that there is special permission involved in closing Orange Street because it is a state highway. He continued to explain that Orange Street does currently close for MBA's Food Fest and for the CAC Art Show. The question of closing Orange Street for Dining Under the Stars was raised and discussed. Zubair Khan responded that the MBA would apply to close the West End block for Dining Under the Stars and would continue to monitor the crowd situation to see if further closure of Orange Street is needed during the season. In the matter of the business promotional signage/banners/flags, it was discussed that Steven Gariffo should continue to communicate with Jim Jeffery on this manner. Debbie Pitt recommended that Eric Stein bring some possible ordinance revision proposals to the current ordinance so that new businesses had more of a chance to make themselves known to residents and visitors.
- c **Christine Sharbaugh** (Sporting Gentleman)- Christine Sharbaugh announced that she was there to support My Three Sons and also to thank the MBA for their assistance and responsiveness to the West End businesses.

2 Approval of Minutes (Jon Schaffer)

- a December Minutes: Peter Bendistis made a motion to approve the December minutes, Tom Hibberd seconded the motion, and the motion passed.

3 Treasurer's Report (Debbie Pitt)

- a 2012 Budget Recap Review: Debbie Pitt announced that the MBA net profit compared to budget for the year 2012 did not meet the budget as expected due to decreased revenue and sponsorship, as well as increased



advertising expenses. However we were able to use our cash reserve to meet this shortfall of \$14,200.

- b She suggested that in 2013 the MBA look at getting increased sponsorship through some of the venues that co-host the big events and benefit from the attendance, as well as taking a closer look at the advertising budget this year. Bryan Messick made a motion to approve the final 2012 Treasurer's Report, Warren Kuo seconded the motion and the motion passed.

4 Old Business (Kevin Schramm)

- a N/A

5 New Business (Kevin Schramm)

- a Big Ideas: Zubair Khan mentioned some possibilities of big ideas to focus on throughout the year: the ongoing holiday lights upgrade and maintenance, the sound system, and also the consideration of how to better include Baltimore Pike and Five Points. He recommended a February workshop for the board members for these big ideas to be discussed rather than taking up the time at the board meeting.
- b MBA 2013 Meeting Start Time: The board members all agreed to keep the 6pm meeting start time for 2013.
- c MBA 2013 Committee Assignments:
 - Promotions: Promo & Advertising- Bryan Messick
 - Billboard Committee: Jon Schaffer
 - Events: Chinese New Year- Warren Kuo, Dining Under the Stars- Loic Barnieu, Music Series- Kevin Schramm, Food Fest- Warren Kuo, Car Show- Pete Bendistis, CAC Art Show- Bryan Messick, Holidays - Bryan Messick, Ball Drop- Christopher Dougherty
 - Logistics- Kevin Schramm
 - Finance- Debbie Pitt
 - Business Outreach- Debbie Pitt
 - Technology- Kevin Schramm
 - Beautification- Tom Hibberd
- d Golf Cart for Events- Peter Bendistis asked that the board consider supplying the MBA with an event cart that could be used to easily travel up and down State Street during the MBA events. Zubair Khan mentioned that he would ask Dean Keyes for possible use of one of their electric cars for the events. Eric Stein also added that the MBA might want to consider a tie-in with the electric charging station behind the fire station.

6 Borough Liaison (Eric Stein)

- a Parking Meter Update- Eric Stein announced that the parking meters were taking a bit longer than expected due to some legalities and that a new tentative date for installation would be the end of January. He told the board that 50 meters would be going in between Monroe and Edgmont Streets. Eric Stein mentioned that moving into phase two of the parking meter project would have two kiosks placed in the parking garage.
- b Comprehensive Planning Team- Eric Stein asked that the MBA board put together a focus group to assist in the borough business district planning for charting a future path. Zubair Khan announced that he, Kevin Schramm, and Loic Barnieu would all be available to meet on behalf of the board for input into future planning.
- c Back Street Signage- Tom Hibberd asked for further clarification from the borough to the businesses regarding the new back street signage ordinance. Eric Stein responded that he would send an email to Jim Jeffery regarding this issue.
- d Recycling- Eric Stein mentioned that most businesses were doing well with complying with the state recycling law. He added that there were about 40-50 businesses that were not in recycling compliance.
- e Street Cleaning- Loic Barnieu requested that Jim Jeffery send an inspection report to the board so that the board could better hone in on and address the problem areas of the business district. Zubair Khan mentioned that he would re-address the issue with community service.
- f Credit Card- Debbie Pitt asked Eric Stein to present to the council a request for a credit card for the MBA for incidentals. She explained that the MBA was not able to personally apply for a card due to the tax id number shared by the MBA and the borough. She mentioned that the MBA members had to use a personal credit card for incidental purchases that would not take check payments

7 Committee Reports (Zubair Khan)

- a Events Committee- All committees continue to meet for upcoming and ongoing events.
 - Chinese New Year- Warren Kuo announced that the Chinese New Year time was moved from noon to 11am to account for retail traffic and to bring attendees into Media with hopes that they would stay for lunch in town after the event. He mentioned that this event had been going on in Media for the past 8 or 9 years.

- b Executive Director's Update-
 - Zubair Khan mentioned that the numbers for 2012 were in his report. He added that the hotel was still pending financing negotiations.

- c Logistics & Technology Committee- Deborah Shipley made two announcements for Kevin Schramm. She announced that the Super Events Calendar continued to accept updates and that the Event Playbook Project would be put together this year for smoother and more comprehensive event planning.

- d Promotions Committee- Report in February 2013

- e Business Retention Committee- Currently not reporting.

Meeting Adjourned at 7:46PM.

**Respectfully Submitted,
Jon Schaffer
Secretary**

