

Media Business Authority Board of Directors Meeting Minutes

Tuesday, March 12, 2013

In Attendance: Kevin Schramm, Loic Barnieu, Jon Schaffer, Tom Hlbbberd, Bryan Messick, Christopher Dougherty, Warren Kuo, Zubair Khan, Deborah Shipley

Absent: Debbie Pitt, Peter Bendistis, Eric Stein

Guests: Bob McMahon (Mayor), Marty Wusinich (Police Chief)

Meeting called to order at 6:00PM.

1 Public Comments:

a Bob McMahon (Mayor) with Marty Wusinich (Police Chief):

- Public Safety Meeting- Mayor Bob McMahon and Police Chief Marty Wusinich attended the MBA Board Meeting to discuss the upcoming Public Safety Awareness Meeting for the merchants scheduled for Wednesday, March 27th at 8:30am and 3:00pm in the Media Community Center. They announced that this meeting would be a general education meeting with time for Q & A. They both stressed the importance of this meeting for business owners to learn protocol in case of certain emergencies. Updated emergency contact information will be collected at the meeting. The MBA will be sending out a Constant Contact announcement to the business community to inform of the meeting and encourage everyone to attend one of the sessions.
- Golf Month- Bob McMahon discussed the upcoming June Golf Month in Media to coincide with the US Golf Open being held at the Merion Golf Club in Ardmore, PA. Media will be catering to the golf fans and planning to attract visitors to Media through various golf related specials and events. Dining Under the Stars is being asked to open for two additional nights during golf week from June 10-16th. Media businesses will also be asked to consider staying open later to accommodate and attract the out-of-town visitors. The borough is considering running a bus for a few days in June from the Rose Tree Park overflow parking site into Media.

2 Approval of Minutes (Jon Schaffer)

- a February Minutes: Jon Schaffer made a motion to approve the February minutes, Loic Barnieu seconded the motion, and the motion passed.

3 Treasurer's Report (Debbie Pitt)

- a Update on Committee Budgets- Zubair Khan announced that Debbie Pitt has been meeting with the various committee leaders to approve budgets before each event.

4 Old Business (Kevin Schramm)

- a None

5 New Business (Kevin Schramm)

- a Authorize Sidewalk Cleaning- Kevin Schramm recommended to the board that the next step in the project was to vote on authorizing an RFP for a sidewalk cleaning service to address the ongoing issue of weekend cleanliness to the business district. Jon Schaffer made a motion to obtain bids from weekend sidewalk cleaning services, Chris Dougherty seconded the motion and the motion passed unanimously.
- b New Board Member Candidate- Kevin Schramm presented a letter of request to join the board by Courtney



Roszcas (owner of Lotus Farm to Table). Loic Barnieu made a motion to accept Courtney Roszcas' application to join the board, Tom Hibberd seconded the motion and the motion passed unanimously.

- c Olive Street Garage Signs- Bryan Messick explained the garage sign production cost structure and the proposed price for potential sponsors. The cost to make them is as follows: \$170 for materials and labor, \$75 for creation of the sign, and \$50 for a design (if requested). Bryan motioned for the board to adopt a policy whereby the first month of garage sign sponsorship would cost \$300 and each additional month thereafter would cost \$200. The motion was seconded by Loic Barnieu and the motion passed unanimously.
- d 2013 Fig Partnership- Kevin Schramm presented the partnership proposal made by Fig Media. Fig Media is asking for \$5000 again this year to help lower the advertising costs to the borough merchants. This year Fig is also offering added value such as event photography services, a printed page for the MBA in each issue, and the design and creation of the borough's directories/kiosks in addition to lowering the advertising prices, continuing social media, online and print promotion tailored to Media and its surrounding areas. Discussion ensued surrounding the benefits of Fig with some objections and questions regarding distribution statistics (quality, geography). The partnership proposal went to vote with a motion made by Bryan Messick to agree to the Fig partnership, Tom Hibberd seconded the motion, and the motion passed.
- e 2013 Library Support- Kevin Schramm announced that he had a meeting with Robin Beaver regarding the library and its ongoing campaign to raise money for a large renovation. Zubair Khan mentioned that the MBA donated a \$500 check to the library last year from its book sales as well as giving them a booth at the Food Fest for a non-profit rate. The board agreed that supporting the library and its future in the community through in-kind activities (free advertising, event participation, etc.) was in the best interest of all. Kevin Schramm announced that Robin Beaver would be speaking at the first MBA Mixer of the year scheduled for Tuesday, March 19th at Picasso.

6 Borough Liaison Report (Eric Stein)

- a Parking Meter Update- Zubair Khan gave an update that the parking meter upgrade was successfully completed.

7 Committee Reports (Zubair Khan)

- a Events Committees
 - Roots Ramble- It was announced that the Roots Ramble would be expanding this year to include various retail locations that also wanted to participate by hosting a music act for more exposure throughout the business district.
 - Dining Under the Stars- Due to the issue of upholding the "no pets" ordinance being brought to the attention of the board, the MBA will be changing their signage for the events to be clear about the borough's "no pet" policy. Zubair Khan is finalizing the application with a small increase in pricing this year due to the success of the event. A letter will be attached to each application from the borough regarding the enforcement of the "no pet" policy.
 - Bastille Day- Loic Barnieu announced that due to its growth in size and popularity, MAC has approached the MBA seeking additional support to manage the Bastille Day event. He requested that the MBA adopt this event this year at no, or very little, cost to the MBA. The benefits of continuing the event were discussed. Loic Barnieu made a motion that the MBA adopt Bastille Day as one of its events. Christopher Dougherty seconded the motion and the motion passed unanimously.
 - CAC FACF- Zubair Khan announced that the CAC event mass gathering permit was approved; however, the closing of Orange Street was not approved.
- b Business Outreach Committee- In response to some of the council and various business owners concerns, Kevin Schramm presented a business directory with board representative assignments for the purposes of in-person business outreach. He explained that each board member would be responsible to visit various businesses throughout the business district.
- c Promotions Committee- Report distributed; aspects of report discussed throughout the meeting.
- d Executive Director's Update- Zubair Khan announced that the hotel was having difficulty with funding. Tom Hibberd updated the board that the borough does own the hillside on Baltimore Pike and mentioned that perhaps it could be power-washed and put into the comprehensive plan as a gateway beautification project.

It was announced that the Wawa application was a possibility again per the planning commission vote to rezone the proposed site area on Baltimore Pike.

- e Technology Committee- Report distributed; Jon Schaffer announced that Small Talk Media was interested in meeting with the board and working with the Logistic Committee on some pro-bono services to upgrade Media's social media outreach and effectiveness. It was recommended that Jon Schaffer invite them to present at the end of the April board meeting.

Meeting Adjourned at 8:30PM

**Respectfully Submitted,
Jon Schaffer
Secretary**

