

# Media Business Authority Board of Directors Meeting Minutes

*Tuesday July 9, 2013*

**In Attendance:** Bryan Messick, Loic Barnieu, Debbie Pitt, Christopher Dougherty, Peter Bendistis, Jack Cunicelli, Zubair Khan, Deborah Shipley

**Absent:** Jon Schaffer, Tom Hibberd, Courtney Roszas, Warren Kuo, Eric Stein

**Guests:** Jean Leone (One or Two of a Kind), Roni Plousis (Elko & Associates), Melinda Kotler (Talk Institute), Dimitri Gianneas & Matt Ambrosine (Double Decker Pizza)

Meeting called to order at 6:05PM.

1. **Public Comments: (Zubair Khan)**
  - a. **Jean Leone-** Jean Leone announced that she was at the meeting to listen and to remind everyone of the retail meeting coming up on July 16th.
  - b. **Roni Plousis & Melinda Kotler-** Roni Plousis and Melinda Kotler attended the meeting to present to the board the upcoming Cell Less evening at Dining Under the Stars on Wednesday, July 17th to support the Talk Institute and School and to celebrate communication of all kind. They mentioned that they would also be asking for a \$25 donation to the school from the Dining Under the Stars restaurant participants.
  - c. **Dimitri Gianneas & Matt Ambrosine-** Dimitri Gianneas and Matt Ambrosine introduced themselves as the owners of Double Decker Pizza that would be opening in the near future in Media.
2. **Approval of Minutes (Jon Schaffer)**
  - a. **June Minutes-** The June minutes approval was postponed until next month.
3. **Treasurer's Report (Debbie Pitt)**
  - a. **Quickbooks Online-** Debbie Pitt notified the board that she had been finally able to convert Quickbooks to an online version. Zubair Khan added that after the events are finished the budget can now be prepared for the following year. Bryan Messick thanked Zubair Khan for all of his hard work on the audit.
  - b. **Mid-Term Report-** Debbie Pitt announced that, according to the mid-term calculations, billboard expenses were down, event expenses were as expected, and overall income was down. She informed the board that the budget was in the positive at this point of the year. Peter Bendistis made a motion to approve the Treasurer's Report, Christopher Dougherty seconded it, and the motion passed.
  - c. All bills were approved for payment
4. **Old Business (Bryan Messick)**
  - a. **Retail Roundtable-** Bryan Messick mentioned that the MBA was continuing to look at ways to support Media's retail community. He explained that the Promotions Committee was currently creating table tents and check inserts to give retail a promotional boost during Dining Under the Stars. Jean Leone asked where the MBA stood with this project and Zubair Khan replied that they would have them ready within the next two weeks.
  - b. **Sidewalk Cleaning-** Bryan Messick announced that the sidewalk cleaning was still on hold due to the thorough discussions. Zubair Khan mentioned that he has been bringing in volunteers to clean on the weekends and that the businesses were also being asked to keep things clean.

- c. Billboard Advertising- Bryan Messick announced that the Steen Billboard Program was running smoothly this year with sponsorships and businesses advertising which continues to give digital billboard exposure to Media.
  - d. Bradshaw Media Piece- Bryan Messick informed the board that County and Borough Councils, RTM School District, Rotary Club of Media, and the MBA all joined together to fund the Terry Bradshaw "Today in America" spotlight of Media. He told the board that it would now be airing and that businesses could request a copy to put into their email or online advertising.
  - e. US Open- Bryan Messick announced that the US Open month was now over. Zubair Khan mentioned that there was a nice attendance at Dining Under the Stars, but that the rain hampered some of the special additional nights. Bryan Messick also informed the board that Media was constricted by the USGA on what they were able to do with regards to advertising, but that through the efforts of the MBA and the Brandywine Visitor's and Convention Bureau, Media's name was out there as a town to visit.
  - f. Bastille Day- Zubair Khan informed the board that Bastille Day was coming up and that the MBA would be used as a pass-through for this event this year.
5. New Business (Bryan Messick)
- a. Welcoming Jack Cunicelli to the Board- Bryan Messick welcomed Jack Cunicelli from 320 Market officially to the board after he was voted in at the June Borough Council meeting.
6. Borough Liaison Report (Eric Stein)- Eric Stein was not present for the meeting.
7. Committee Reports (Zubair Khan)
- a. Event Committees
    - Blues Stroll- Zubair Khan informed the board that PayPal was very busy for ticket sales, but that walk-up ticket sales were slower for the night. The issue of venue contributions to pre-event ticket sales was discussed and various ideas were presented; including venue ticket sale incentives and venues being responsible for purchasing a certain amount of tickets for each event. It was announced that the event coasters were too costly for Gretz Beer, but that Loic would continue to pursue this idea with the beverage vendors. Zubair Khan added that last year's venue ticket sales were much higher. Bryan Messick also added that pre-sale and PayPal protects the event profits from inclement weather. Zubair Khan informed the board that he would present a full report at the August board meeting.
    - Dining Under the Stars- Discussed throughout the meeting.
    - Bastille Day- Discussed above.
    - Media Car Show- Peter Bendistis announced that the Car Show was coming up and that a nice crowd was expected. Zubair Khan added that a profit was expected and that this had become the biggest show around with 35 trophies to be handed out this year.
  - b. Promotions Committee- Report distributed; some items discussed above.
  - c. Executive Director's Update- Report distributed; discussed throughout meeting.
  - d. Logistics Committee-
    - Technology Report- Distributed; not discussed.

Meeting Adjourned at 7:27PM

Respectfully Submitted,  
Jon Schaffer  
Secretary

