

Media Business Authority Board of Directors Meeting Minutes

Tuesday June 18, 2013

In Attendance: Bryan Messick, Peter Bendistis, Tom Hibberd, Courtney Roszas, Warren Kuo, Eric Stein, Zubair Khan, Deborah Shipley

Absent: Jon Schaffer, Debbie Pitt, Loic Barnieu, Christopher Dougherty

Guests: Jean Leone (One or Two of a Kind), Jack Cunicelli (320 Market Cafe)

Meeting called to order at 6:10PM.

1. Public Comments: (Zubair Khan)

- a. Jean Leone Jean Leone announced that she was attending the meeting to listen in and to request the actual MBA budget for 2012 broken down into categories. Bryan Messick responded that he would check in with Debbie Pitt. She also reminded the board that retail would be working on a Dining Under the Stars promotion and that she was waiting to hear from anyone who wanted to have their store mentioned on table tent cards and check inserts.
- b. Jack Cunicelli (320 Market) Jack Cunicelli attended the meeting as a recommended nominee for the MBA Board to be voted on at the June Borough Council meeting.

2. Approval of Minutes (Jon Schaffer)

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

3. Old Business (Bryan Messick)

- a. Retail Roundtable- Zubair Khan announced that retail in Media's business district was struggling. He added that retail were continuing to meet to work together on boosting the business of Media's retail with special promotions and that the MBA was there to support them. Zubair Khan asked that Eric Stein bring back some of retail's concerns to council. Eric Stein also added that it would be beneficial if there was a retail representative at a council meeting to express any concerns to council.
- b. Sidewalk Cleaning- Bryan Messick announced that the RFP for sidewalk cleaning was in limbo at the moment due to the legality of the cleaning areas maintained by public works on weekends. Eric Stein added that there would be more information coming in the next few weeks from council. Zubair Khan also mentioned that in the meantime the businesses were starting to take a more active presence in keeping their areas clean.
- c. Billboard Advertising- Zubair Khan gave a brief synopsis of the digital billboard program this year and invited board members to participate in the advertising. He mentioned that the MBA would be running several weeks, but that the cost would be offset by outside sponsorship.
- d. Comcast Internet Spotlight Campaign- Bryan Messick informed the board that the Promotions Committee would be running a trial advertising campaign through Comcast this year with an emphasis on retail and events. He explained the screening process and the time the committee put in to interview various companies and options for advertising. Zubair Khan added that the committee was always open to feedback and suggestions and that the MBA would be utilizing interns this summer for merchant surveys.
- e. US Open- Zubair Khan announced that the US Open seemed to bring in some extra business. The diverted parking lot issue and the rain may have hampered some of the expected bigger crowds.

4. New Business (Bryan Messick)

- a. Committee Assignments- Bryan Messick announced that he would like to see every board member sit on a committee. He distributed the current committee assignments and asked that board members consider filling some of the open committee positions.

5. Borough Liaison Report (Eric Stein)

- a. Parking Meters- Eric Stein mentioned that the parking meters were all working with the newest software update. Various board members mentioned that the feedback was positive regarding the meters.
- b. Parking- The issue of parking was discussed throughout the meeting. It was asked if a special announcement could be made regarding free weekend parking to assist retail with boosting weekend business.. Eric Stein replied that a request could be made through a legislative workshop to change the parking rules.
- c. MBA Board Candidates- Eric Stein informed the board of the proper procedure for recommendation of new board members and added that the election of Jack Cunicelli to the MBA board was on the agenda for the June council meeting.
- d. Recommendations- Eric Stein made several recommendations to the board for technology sharing and advertising.

6. Committee Reports (Zubair Khan)

a. Events Committees

- Blues Stroll- Zubair Khan announced that the Blues Stroll did very well in PayPal pre-sales, but that walk-up ticket sales were lower than expected. He added that initial financials were showing a profit, but that not all figures were in as of the meeting.
- Dining Under the Stars- Courtney Roszas let the board know that she had lost some business due to a lack of parking on Dining Under the Stars nights. Zubair Khan replied that there was a parking map that could be distributed on social media and handed out in flyer form. He also added that another solution would be to have increased signage on Baltimore Pike and the Olive Street garage.
- Fair Trade- Tom Hibberd informed the board that Fair Trade would be holding concerts/special events in conjunction with Dining Under the Stars on the last Wednesdays of the month. He added that each concert would be in a different block in an effort to connect some of the various areas of the business district to this event.

- b. Treasurer's Report- All bills were approved for payment
- c. Promotions Committee- Report distributed; some items discussed above.
- d. Executive Director's Update- Report distributed; discussed throughout meeting.
- e. Logistics Committee-
 - Technology Report- Distributed; not discussed.

Meeting Adjourned at 7:36PM

Respectfully Submitted,
Jon Schaffer
Secretary