

Media Business Authority Board of Directors Meeting Minutes

Tuesday May 14, 2013

In Attendance: Kevin Schramm, Loic Barnieu, Peter Bendistis, Tom Hibberd, Bryan Messick, Christopher Dougherty, Courtney Roszas, Eric Stein, Zubair Khan, Deborah Shipley

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Absent: Jon Schaffer, Debbie Pitt, Warren Kuo

Guests: Jean Leone and sister, Ms. Moore (One or Two of a Kind), Jack Cunicelli (320 Market Cafe)

Meeting called to order at 6:18PM.

1. **Public Comments: (Zubair Khan)**
 - a. **Jean Leone & Ms. Moore (One or Two of a Kind)** Jean Leone announced that she was attending the meeting to listen and to remind the board that she would like to see an overview of the budget.
 - b. **Jack Cunicelli (320 Market)** Jack Cunicelli attended the meeting as a potential nominee for the MBA Board. He also mentioned that he would like to involve his store in a community clean-up of Plum Street Mall on a Sunday. He was asked to send an email with specifics to Eric Stein regarding this idea.
2. **Approval of Minutes (Jon Schaffer)**
 - a. **April Minutes:** Bryan Messick made a motion to approve the April minutes, Tom Hibberd seconded the motion, and the motion passed.
3. **Old Business (Kevin Schramm)**
 - a. **Mass Gathering Permit Updates-** Kevin Schramm announced that two mass gathering permits went before council for the additional Dining Under the Stars nights of June 10 & 11th and Bastille Day on July 13th. They will be voted on in the next council meeting. Zubair Khan mentioned that Fast & Fancy filed a complaint to Jeff Smith stating that she was receiving multiple requests to use the restroom during events. It was discussed that a general list of logistical event considerations and recommendations should be drafted and included in mass gathering permits for all who apply so all applicants can be made aware of what is required for a successful and safe event.
 - b. **Retail Roundtable-** The first Retail Roundtable meeting was held on May 8th. It was announced that there was a great turnout at the first meeting and that there would continue to be future meetings.
 - c. **Opera @ Media Theatre-** Zubair Khan announced that the Opera was looking to provide temporary housing for some of their performers in Media and asked for people to spread the word. It was also announced that there will be gift bags for the first 100 ticket buyers.
 - d. **Sidewalk Cleaning-** Kevin Schramm informed the board that the sidewalk cleaning quotes requested had been on a per basis visit and on the high side. Eric Stein asked the MBA to do an RFP for companies to obtain competitive bidding. He then recommended the next step would be to come before the finance committee with a proposal to ask the borough for a 50/50 split.
 - e. **Billboard Advertising-** Kevin Schramm announced that the billboard advertising program would be utilized again this year to promote Media with a block of weeks reserved that already had sponsorship. He added that the MBA had until May 31st to reserve some spaces.
 - f. **Golf Month-** Announcements were made regarding Golf Month including the following: the PGA/USGA is bringing golf pros to Media for special promotions, a program booklet is being offered and open to business

advertisement, and a golf themed game card with a 9-hole course is being created that will allow participants to be entered into a raffle if they participate in the game by shopping at retail stores throughout Media.

- g. Bastille Day- Loic Barnieu informed the board that the MBA and MAC would be partnering to put on Bastille Day this year. He mentioned that Fair Trade transferred their Mass Gathering Permit with fee paid to the MBA for this event. He reported that plans were underway and that any sponsorship money that comes in would go directly to support the event rather than funneling through MAC.. A billboard for Bastille Day and the Car Show is being proposed with a beverage company as the sponsor.

4. New Business (Kevin Schramm)

- a. Board Resignation Announcement- Kevin Schramm announced his resignation (effective after the meeting) from the board due to the changing nature of his work. He mentioned that it was a difficult decision and that he would miss everyone.
- b. Election of New President- Zubair Khan announced that it was advisable to elect someone to finish the term for this year. Kevin Schramm replied that the bylaws stated that the vice-president would take over in the chair's absence. Loic Barnieu declined this position due to his responsibilities with his restaurants. Bryan Messick graciously offered to take over as chair. Tom Hibberd made a motion to accept Bryan Messick's offer to step in as chair, Loic Barnieu seconded the motion, and the motion passed unanimously.
- c. New Board Member- Jack Cunicelli from 320 Market attended the meeting to be considered for a position on the MBA Board. Bryan Messick nominated Jack Cunicelli to the board, Loic Barnieu seconded the motion and the motion passed unanimously to recommend Jack Cunicelli to Borough Council for their approval,

5. Borough Liaison Report (Eric Stein)

- a. Parking Meters- Eric Stein gave an update on the parking meter installation stating that the company will be back out to fix a few meters, but that overall the meters seemed to be working properly. He stated that the smart cards still work, but that they may be phased out. He also announced that the parking garage kiosks would be going in soon.
- b. Parking Issue- Zubair Khan raised the issue of parking creating problems for retailers during Dining Under the Stars. He mentioned that a local hair salon expressed concern that business was being reduced due to this event. Kevin Schramm offered that maybe some of the meters could be bagged for these businesses. Zubair Khan mentioned that this was an ongoing issue that needed to be addressed. Tom Hibberd suggested more involvement between the retailers and the restaurants with some cross-promotional ideas.
- c. Gateway- Eric Stein announced that the west end gateway had been painted thanks to public works and the highway department. The board members were pleased and appreciative of the improvement and attention to the issue.
- d. Comprehensive Plan- Eric Stein announced that there were many focus groups that board members could become involved in through the comprehensive planning process. Bryan Messick and Loic Barnieu had both attended a comprehensive planning meeting.
- e. Public Information Application- Eric Stein informed the board that the public information phone application was currently being developed for Media.

6. Committee Reports (Zubair Khan)

- a. Events Committees
 - Roots Ramble- It was announced that Roots Ramble did well this year with an extended reach into some of the retail shops and that overall tickets sales were up. Zubair Khan mentioned that there continue to be problems with restaurants participating in selling tickets. Loic Barnieu answered that this was too much responsibility to add to the restaurant staff. Different ideas were discussed to give incentive to restaurants to assist with sales.
 - Blues Stroll- Zubair Khan mentioned that he was hoping to get the coasters from Gretz Beer to advertise tickets for Blues Stroll. He also announced that the blues acts were getting booked, letters were out to the restaurants, and tickets were already selling.

- Dining Under the Stars- Zubair Khan informed the board that nine restaurants were paid in full with a 10% discount for early payment and others were paying monthly. Loic Barnieu added that restaurants were charged for May this year due to better attendance in this month. The subject of the dog ordinance and residents complaining that they could not bring or walk their dogs during this event was brought up. Loic Barnieu asked Eric Stein if, as an organization, there could be a lobby to make an addendum to the ordinance to allow dogs during this event.. Eric Stein answered that this could be opened up, but that it was ultimately a public safety issue. Zubair Khan congratulated Loic Barnieu for Dining Under the Stars being named a Best of Mainline Today 2013 for outdoor dining.
- b. Promotions Committee- Report distributed; some items discussed above.
- c. Executive Director's Update-Zubair Khan wanted to let everyone know that there had been a showing of the Terry Bradshaw Today in America clip and that it would be aired on Discovery in 4-6 weeks. Zubair Khan thanked Kevin Schramm for all of his dedication to the board and hard work over the years. He continued on to thank Bryan Messick for stepping up and offering to take over this position. Bryan Messick mentioned that the next MBA meeting would need to moved to June 18th due to Golf Week.
- d. Logistics Committee-
 - Technology Report- Distributed; not discussed.

Meeting Adjourned at 8:00PM

Respectfully Submitted,
Jon Schaffer
Secretary