

Media Business Authority

Board of Directors Meeting Minutes

Tuesday August 13, 2013

In Attendance: Bryan Messick, Debbie Pitt, Christopher Dougherty, Tom Hibberd, Peter Bendistis, Warren Kuo, Courtney Roszas, Jack Cunicelli, Eric Stein, Zubair Khan, Deborah Shipley

Absent: Loic Barnieu, Jon Schaffer

Guests: Chris Pieretti (Kitchen Harvest), Sari Steuber (Transition Town Media), Bob McMahon (Mayor), Scott Davidson (Vision Stream Studios), Robin Paterson and Eileen Miley (Cystic Fibrosis Foundation), Jean Leone (One or Two of a Kind).

Meeting called to order at 6:07PM.

1. Public Comments: (Zubair Khan)

- a. **Chris Pieretti (Kitchen Harvest), Sari Steuber (Transition Town), Amy Johnson (Greener Partners)-** Chris Pieretti spoke about his company Kitchen Harvest that collects compost from restaurants and residential to utilize at Hillside Farm. He announced that he is interested in partnering with the Media Business Authority and other local businesses to get the word out about this service which provides for less trashing and more composting. He informed the board that several local restaurants are successfully implementing this program such as House and 320 Market.
- b. **Bob McMahon (Mayor)-**Bob McMahon announced that Dining Under the Stars was going very well on most aspects, but that there were still some issues that needed to be addressed. He made a request from the board for more volunteers for this event from 6-8pm to assist Zubair Khan. He also asked the board members to think about their businesses, who their natural complementary business partners might be, and where they would like to see themselves in the future. He requested that the board members participate in the comprehensive planning for the borough that was currently underway.
- c. **Scott Davidson (Vision Stream Studios)-** Scott Davidson introduced himself as a local business owner and Rotary board member who would like to get more involved in helping Media.
- d. **Robin Paterson and Eileen Miley (Cystic Fibrosis Foundation)-** Robin Patterson and Eileen Miley introduced the Great Strides walk currently coming up in the fall to benefit the Cystic Fibrosis Foundation. They asked for some exposure and partners from the business community to be involved in and promote the event that takes place in the early morning hours at Linvilla Orchards on the same day as Food Fest.
- e. **Jean Leone (One or Two of a Kind)-** Jean Leone expressed her concerns that the new table tent cards were not being put on the table by the restaurants for Dining Under the Stars. Discussion between the board and Jean Leone ensued with Courtney Roszas stepping in and offering ways she could help facilitate getting more table tent plastic covers and helping them be distributed during the event. Scott Davidson offered to get some pricing for a heavier paper for the tents to stand alone that could be thrown out after each event. Jean Leone also requested more information regarding the check inserts. Bryan Messick replied that these would be used year round and that they were still being finalized. Zubair Khan wanted it to be noted that Dining Under the Stars was paying for these items to assist retail in having more exposure on these busy nights in Media. Tom Hibberd also offered a business card idea to Jean Leone that Fair Trade was using to bring people into the stores with an offer of free Fair Trade chocolate.

2. Approval of Minutes (Jon Schaffer)

- a. **June Minutes-** Christopher Dougherty made a motion to approve the June minutes, Peter Bendistis seconded the motion, and the motion passed.
- b. **July Minutes-** Christopher Dougherty made a motion to approve the July minutes, Peter Bendistis seconded the motion, and the motion passed.

3. Old Business (Bryan Messick)

- a. Retail Roundtable- Bryan Messick mentioned that the Retail Roundtable would be meeting again during the week and that they were being strongly encouraged to develop a committee for more organization and focus within the group. He also informed the board that some of the money for promotions for the upcoming Sidewalk Sale would be coming out of the Dining Under the Stars and Promotions budgets.
- b. Elwyn Night for Restaurants- Bryan Messick announced that Elwyn Night for Restaurants would be the third Dining Under the Stars in September. Debbie Pitt brought up the question of having too many non-profits coming in from a business perspective. Zubair Khan answered that this would be evaluated after this season if it was becoming an issue. Bryan Messick added that a good rule of thumb may be to only give permission to non-profits backed by Media businesses.
- c. Websites-It was announced that closing down the Media Business Authority website and merging it into the borough website was under consideration. Eric Stein added that a redirect could be set up to the borough website.
- d. Billboard Advertising- Zubair Khan gave a brief update on the billboard campaign and reminded the board that the MBA was only making commitments based on requests by businesses to reserve the space. He added that the same businesses that participated last year were participating again.

4. New Business (Bryan Messick)

- a. Appointment to the MBA Board- Bryan Messick announced that Harry Havnoonian was interested in joining the MBA Board. Tom Hibberd made a motion to recommend Harry Havnoonian to the MBA board, Warren Kuo seconded the motion, and the motion passed.
- b. Houston Report- Zubair Khan announced that the MBA would be taking another look at the Houston Report from 2000. He added that Jeremy Alvarez, involved in the initial report, would be solicited to give feedback on the original report and to update his recommendations to the current state of Media's downtown business district. Zubair Khan mentioned that a survey would be administered in various ways to Media shoppers to get some statistically significant feedback on the perceived shopping/restaurant experience in Media. He announced that the surveys would be conducted by volunteer students from Neumann University and would also be made available electronically. Eric Stein also added that the board should continue to connect with the Comprehensive Planning Committee so as not to duplicate efforts.
- c. Future Business in Media- Courtney Roszas brought up her concerns to the board regarding the number of restaurants in Media. She mentioned that Wayne/Radnor had put a three year freeze on restaurants coming into town and that this seemed to help the existing restaurants. Eric Stein mentioned that this was a zoning issue and would have to be brought up before Borough Council. Tom Hibberd also added that it is very difficult to mandate what type of business will take a certain space. Eric Stein continued to encourage the board to become involved in the Comprehensive Plan with opinions and feedback regarding the business district.
- d. Approval for Bills to be Paid- Debbie Pitt made a motion to approve the payment of the bills for the month of July in the amount of \$18,876.58. Christopher Dougherty seconded the motion and the motion passed. Debbie Pitt also mentioned that last year there was a rush to have the budget ready for the borough. She asked that this year everyone take a look at their budgets in advance for any significant differences from the last budget.

5. Borough Liaison Report (Eric Stein)

- a. Trash Pickup- Eric Stein announced that there was resolution with the union issue and trash pick-up. He informed the board that the borough crew would now be able to clean early Saturday mornings before 8am. Zubair Khan announced that businesses still needed to be reminded to do their part in cleaning up their storefronts.
- b. Parking Meters- Eric Stein asked if there was any more feedback on the parking meters. Jack Cunicelli asked if there was any way that the meters could be programmed for shorter term 15 minute parking. Eric Stein answered that this question could be brought before the Community Development Committee.

6. Committee Reports (Zubair Khan)

a. Events Committees

- Bastille Day- Zubair Khan mentioned that there was still room for improvement for this event's promotion.
- Car Show- Peter Bendistis announced that the Media Car Show was becoming the largest car show in the area with 268 cars registered. Zubair Khan also added that the car owners were requesting to only be on State Street rather than having to use side streets. He added that this show has the potential of making more money through sponsorship in the industry. Peter Bendistis proposed that the MBA look into getting a sponsored golf cart for these events for more sufficient event management on the day of the event.
- Dining Under the Stars- Dining Under the Stars will be discussed at later date when Loic Barnieu is present for the update.

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; discussed throughout the meeting.

Meeting Adjourned at 8:15PM

Respectfully Submitted,
Jon Schaffer
Secretary