

Media Business Authority Board of Directors Meeting Minutes

Tuesday September 10, 2013

In Attendance: Bryan Messick, Debbie Pitt, Christopher Dougherty, Tom Hibberd, Loic Barnieu, Courtney Roszas, Jack Cunicelli, Zubair Khan, Deborah Shipley

Absent:, Peter Bendistis, Warren Kuo, Eric Stein

Guests: Scott Shaffner (Utility Advocate, LLC), Jean Leone (One or Two of a Kind), Valerie Bradley (resident of Media), Javier Salazar (Values Into Action-PA), Tedman O'Hara (resident of Media)

Meeting called to order at 6:12PM.

1. **Public Comments: (Zubair Khan)**

- a. **Scott Shaffner (Utility Advocate)**- Scott Shaffner introduced himself as a cost reduction specialist working with some local businesses in the community to lower utility bills.
- b. **Valerie Bradley (Media Resident)**- Valerie Bradley announced that she was attending the meeting out of curiosity and interest.
- c. **Javiar Salazar (Values Into Action)**- Javiar Salazar informed the board he was from Values Into Action in Media. He gave a brief description of the company's mission and expressed that he would like to learn more about ways to help and partner in the community.
- d. **Jean Leone (One or Two of a Kind)**- Jean Leone announced that she was there to represent 15 businesses in Media. She presented a sheet of questions which were discussed and answered. Debbie Pitt asked Jean Leone to send a message back that the MBA was here to work as a team. Comments were made by various board members to reiterate the fact that the MBA was continuing to work with, and help promote the retail business district.
 - Saturday Parking Meters- Jean Leone expressed her concerns regarding the possible upcoming decision to begin checking parking meters on Saturdays. She asked the MBA to go to the borough and request free parking on Saturdays. Loic Barnieu responded that the MBA should get more research on cars this issue first and that he noticed that cars remained parked all day and he felt the borough maybe should monitor the meters. Tom Hibberd suggested that everyone wait another month until the expertise of urban planner Jeremy Alvarez could be gathered. It was decided that more research needed to be done before taking a position on this issue.
 - Attracting New Businesses- Jean Leone asked the MBA what they were doing to attract new businesses to Media and expressed her concerns that four stores had recently closed. Christopher Dougherty informed Jean Leone that four store closings was a relatively small number of vacancies historically for any town and that Media landowners were always recruiting. Debbie Pitt added that the MBA puts on successful events that bring people to town.
 - Constant Contact- Jean Leone expressed her frustration at the Constant Contact email template being lackluster, always the same, and therefore undesirable to open. Loic Barnieu replied that the board could ask Kevin Schramm to change it, but added also that it shouldn't be changed frequently due to branding considerations.
 - Media Merchandise- Jean Leone expressed her concern on why it is so difficult to get Media merchandise into retail stores. Various ideas were briefly discussed regarding items and designs. Bryan Messick added that more communication to the retailers would be effective regarding the merchandise. It was also noted that accountability was a concern for items on consignment.

- e. **Tedman O'Hara (Media Resident)**- Tedman O'Hara announced that he was attending the meeting to inform the board that there was a petition circulating to see the financial statements and job descriptions of the MBA. Debbie Pitt replied that all they had to do was fill out a Right-to-Know request and that all information was transparent and available to the public.
2. **Approval of Minutes**
 - a. August Minutes- Debbie Pitt made a motion to approve the August minutes, Christopher Dougherty seconded the motion, and the motion passed.
 3. **Treasurer's Report (Debbie Pitt)**
 - a. **Approval of Bills**- Debbie Pitt requested approval for the payment of the bills for the month of August. Christopher Dougherty made a motion to approve the bills, Tom Hlberd seconded the motion, and the motion passed.
 4. **Old Business (Bryan Messick)**
 - a. Sidewalk Sale- Bryan Messick announced that the Sidewalk Sale would be taking place later in the week. He mentioned that flyers, posters, and ads had gone out to assist with promoting this retail event. He also presented the new check inserts that were being handed out to restaurants to promote retail through the dining establishments. Zubair Khan mentioned that the initial run was for 500 to allow for inevitable corrections and changes to the original printing.
 - b. Appointment of Harry Havnoonian- Bryan Messick announced that Harry Havnoonian of Cycle Sport would be voted on as a potential new board member at the next Borough Council meeting.
 - c. Website- Bryan Messick informed the board that Kevin Schramm would like to keep the original Media Business Authority website running rather than directing everything to the Visit Media or the borough site.
 - d. Billboard- Zubair Khan announced that the billboard had been rented by Margaret Kuo's and Sligo recently. He mentioned that it was still great to continue to have that exposure on I-95
 5. **New Business (Bryan Messick)**
 - a. Jon Schaffer's Resignation- Bryan Messick announced that Jon Schaffer had sent in his resignation to the Media Business Authority Board due to upcoming business time commitments. Christopher Dougherty made a motion to accept Jon's resignation, Loic Barnieu seconded the motion, and the motion passed.
 - b. Appointment of New Secretary- Bryan Messick asked the board for any nominations and added that the new Secretary would be elected at the next meeting. Jack Cunicelli was mentioned as a possible nomination to take over the Secretary position.
 - c. 2014 Budget- Zubair Khan mentioned that members of the Executive Board would be meeting with the Finance Committee to go over the budget planning for 2014. He added that they would be putting together a wish list for capital improvements that would include added holiday lighting and street signs to make visitors more aware of State Street and its shops.
 6. **Borough Liaison Report (Eric Stein)**

Bryan Messick updated the board on council's input for the meeting.

 - a. IT Strategic Planning- Bryan Messick informed the board that Eric Stein asked for a member of the board to sit on the IT Strategic Plan Committee. Debbie Pitt and Jack Cunicelli both expressed a possible interest in joining the committee.
 - b. Industrial District- Bryan Messick mentioned that the borough is looking into more efficient clean up of the Industrial District of Media.
 7. **Committee Reports (Zubair Khan)**
 - a. Events Committees
 - Dining Under the Stars- It was announced that Dining Under the Stars had another successful year with only one rain out date. Loic Barnieu mentioned that some of the money earned through Dining Under the Stars was used to pay for some of the recent promotions for retail. Zubair Khan also added that there would be a short survey created for Dining Under the Stars patrons to get their

feedback.

- b. Promotions Committee- Report distributed; some items discussed above.
- c. Executive Director's Update- Report distributed; Zubair Khan informed the board that a proposal from Jeremy Alvarez, Urban Planner, was in the works and that there was an interest in a review of the previous Houston Plan recommendations with some ideas for moving forward into the next stage of development.
 - Technology Report- Distributed; discussed throughout the meeting.

Meeting Adjourned at 7:27PM

**Respectfully Submitted,
Deborah Shipley
MBA Coordinator**