

Media Business Authority Board of Directors Meeting Minutes

Tuesday November 12, 2013

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

Absent: Courtney Roszas, Warren Kuo, Harry Havnoonian

Guests: Scott Shaffner (Utility Advocate)

Meeting called to order at 6:11PM.

1. **Public Comments: (Zubair Khan)**
 - a. **Scott Shaffner (Utility Advocates)-** Scott Shaffner attended his second board meeting out of his interest in the business community.
2. **Approval of Minutes (Bryan Messick)**
 - a. October Minutes- Debbie Pitt made a motion to approve the October minutes, Loic Barnieu 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 October. Christopher Dougherty made a motion to approve the bills, Loic Barnieu seconded the motion, and the motion passed.
 - b. **2014 Budget Update-** The 2014 MBA budget was accepted and approved by Borough Council.
4. **Old Business (Bryan Messick)**
 - a. **Visitor's Survey 2013-** Zubair Khan updated the board on the Visitor's Survey and announced that Deborah Shipley and himself would be meeting with Neumann College to get feedback on the survey taking and to thank them for their efforts with a pizza party. He also added that the results would be tabulated and shared with the businesses in the future. He went on to inform the board that the Merchant Survey was the next step and that this survey was more extensive and would be going out to the businesses. Bryan Messick mentioned that the more surveys that were filled out, the better the recommendations and future planning for the business community.
 - b. **Holiday Lights-** Bryan Messick announced that Santa's Arrival & Festival of Lights would take place in front of the Courthouse for the second year. He added that Higgins Electric was working on putting additional holiday lights on the buildings from State to Front on Veterans Square to give the added effect of lighting up the street that was missing from last year's event. Zubair Khan was able to obtain contributions from local building owners towards the holiday lights upgrade on Veterans Square to help defray the costs. Zubair Khan announced that he would be meeting with County Council on the upcoming event. Discussions ensued regarding compact fluorescent / LED lighting versus incandescent. Bryan Messick mentioned that the incandescents were currently being installed due to the lower cost and money available at this time. Eric Stein recommended looking into the possibility of being granted money through conversion programs at a later date for a downtown lighting project initiative. Zubair Khan recommended that the board form a committee next year to assess any long term plans for downtown lights.
 - c. **Jazz Grants -**Bryan Messick announced to the board that money had been received from the state for jazz grants that had been worked on and submitted by Paul Patchel and Deborah Shipley.

5. **New Business (Bryan Messick)**

- a. **Elections/Executive Committee 2014-** Bryan Messick announced the current Executive Committee nomination slate for 2014 and asked if there were any further nominations from the floor. Tom Hibberd made a motion to elect Jack Cunicelli as Secretary of the MBA Board, Debbie Pitt seconded it, and the motion passed unanimously. Tom Hibberd made a motion to retain Debbie Pitt as the Treasurer of the MBA Board, Jack Cunicelli seconded it and the motion passed unanimously. Tom Hibberd made a motion to retain Loic Barnieu as the Vice Chair, Jack Cunicelli seconded the motion and the motion passed unanimously. Debbie Pitt made a motion to retain Bryan Messick as the Chair of the MBA Board, Loic Barnieu seconded the motion and the motion passed unanimously.
- b. **Parking Initiatives-** Bryan Messick announced that a letter was sent to Borough Council asking the borough to take on liability for local business owners' parking lots to be utilized for events during non-business hours. He added that the MBA would be identifying the parking lots and soliciting the owners and that these lots would be advertised to followers on Media's social media. Bryan Messick went on to inform the board of a second letter asking that 3 hour parking limits be somehow enforced on State Street. Loic Barnieu mentioned the possibility of having the ordinance changed to increase the hours of metered parking on State Street. Bryan Messick answered that the first step should be enforcing the meters for the 3-hour limit. Further discussion continued regarding the parking problems. Zubair Khan asked that a task force committee be created for 2014 that dealt strictly with parking and making further recommendations to Borough Council.

6. **Borough Liaison Report (Eric Stein)**

- a. **IT Strategic Planning-** Eric Stein announced that the IT Strategic Plan would be finishing up with a final report coming out in December.
- b. **Public Stuff App-** Eric Stein introduced the board to the Public Stuff App that could be downloaded and customized to give public service updates to items needing attention in Media.
- c. **Industrial Park-** Eric Stein mentioned that the Industrial Park Initiative was currently gaining some ground with ideas and planning.
- d. **Parking Meters-** Eric Stein informed the board that some of the parking meters were out of order and that parking meters are turned off on weekends to conserve the battery life.

7. **Committee Reports (Zubair Khan)**

- a. Events Committees- Report distributed; discussed throughout meeting.
 - Jazz by Night
 - Holidays
- b. Promotions Committee- Report distributed; some items discussed above. Zubair Khan presented the new Media bags created by the Promotions Committee to be sold as new merchandise for \$1.50. He mentioned that this was an initial run of 250 bags to see how they would be received by merchants and consumers.
- c. Executive Director's Update- Report distributed; discussed throughout meeting
- d. Technology Report- Distributed; not discussed.
- e. Retail Roundtable- It was announced that a wrap-up Retail Roundtable meeting is scheduled for Wednesday, December 4th.

Meeting Adjourned at 7:21PM

**Respectfully Submitted,
Jack Cunicelli
MBA Secretary**