

Media Business Authority Board of Directors Meeting Minutes

Tuesday February 11, 2014

In Attendance: Bryan Messick, Loic Barnieu, Christopher Dougherty, Jack Cunicelli, Peter Bendistis, Tom Hibberd, Courtney Roszas, Zubair Khan, Deborah Shipley, Lisa Johnson

Absent: Debbie Pitt, Warren Kuo, Harry Havnoonian

Guests: Fernando O'Loughlin (Dr. O. Family Chiropractic); Scott Shaffner (Utility Advocate LLC)

Meeting called to order at 6:13PM.

1. **Public Comments: (Zubair Khan)**
 - a. **Fernando O'Loughlin (Dr. O. Family Chiropractic)**-Fernando O'Loughlin introduced himself and his chiropractic practice on Monroe Street, Dr. O.'s Family Chiropractic. He announced an upcoming Valentine's promotion and his interest in becoming more involved in the business community. Dr. O. informed the board that he had moved his practice from Philadelphia two years ago to Media.
 - b. **Scott Shaffner (Utility Advocate LLC)**- Scott Shaffner from Utility Advocates informed the board that business was going well and that he had many accounts going in Media.
 - c. **Moment of Silence for Bill Gross**- Bryan Messick began the meeting with a moment of silence for the recent passing of Media business owner Bill Gross. Appreciative comments were made by several board members regarding Mr. Gross' strong character and his many contributions to Media. It was noted that he would be greatly missed.

2. **Approval of Minutes (Jack Cunicelli)**
 - a. **January Minutes**- Jack Cunicelli made a motion to approve the January minutes, Peter Bendistis seconded the motion, and the motion passed.

3. **Treasurer's Report (Debbie Pitt)**
 - a. **Authorize to Pay Bills**- Debbie Pitt was unable to attend this meeting. The authorization to pay bills will take place at the March board meeting.

4. **Old Business (Bryan Messick)**
 - a. **Merchant Survey 2014** -Bryan Messick asked the board if everyone had received a copy of the Merchant Survey. He explained that the MBA's intern Erik Heritage had already begun canvassing businesses to encourage them to fill out the survey and to get additional verbal feedback from the business owners.

5. **New Business (Bryan Messick)**
 - a. **2014 Garage Closure** Jack Cunicelli and Courtney Roszas informed the board that the retailers had many concerns regarding the parking garage situation. Zubair Khan mentioned that there was a borough staff meeting every other month to discuss projects and that this would be a good place to make recommendations as a board. He also added that the Parking Committee would be working on implementing short term parking solutions on each block for retail/restaurants that would benefit from having short-term parking meters. Bryan Messick informed the board that Bob McMahon had been meeting with Septa and that Septa would be running the trolley for free from Bowling Green to Orange Street during the garage closures. He also mentioned that the closure schedule was leaning towards an "all at once" solution rather than "floor by floor". Bryan Messick went on to say that Bob McMahon was continuing to pursue the possibilities of private lot openings for parking. These lots would be promoted to Media's social media followers to supplement the loss of the garage parking.

6. **Borough Liaison Report (Lisa Johnson)**
 - a. **Wawa Project**- Lisa Johnson asked the MBA board to give an update regarding its opinion on the Wawa project. Various members replied to her and reiterated that the MBA's stance on Wawa had not changed since the project was initially presented and that the MBA remained in complete favor of the approval of the Wawa project. Various board members expressed their viewpoint that the approval of this project was a vital priority for Media and its business district. Tom Hibberd added that all of the concerns regarding Wawa in the proposed location had been satisfactorily addressed and that it was now

time to move forward on this project.

7. Committee Reports (Zubair Khan)

a. Events Committees-

- **Media Restaurant Week-** Zubair Khan announced that the first Media Restaurant Week planning was well underway. He mentioned that Cisco Foods was possibly interested in becoming a sponsor of any subsequent Restaurant Weeks planned for the future.
- **Roots Ramble-** Zubair Khan mentioned that Roots Ramble was 60-75% booked. He also added that he and Loic Barnieu would be meeting with beverage companies, Gretz and Muller, regarding sponsorship.

b. Promotions Committee-Report distributed; discussed throughout meeting

c. Business Retention- Not discussed at this meeting

d. Executive Director's Report

- Zubair Khan mentioned that a new antique business, moving from Wayne's business district, was excited to be opening up in Media in the first week of March.
- Zubair Khan informed the board that the mass gathering permits for the year would be submitted all at one time and that additional street closure was being requested for Dining Under the Stars (from Jasper Street to Baker Street on Veterans Square) for additional space and safety reasons.
- Zubair Khan announced some of the sponsors that would be joining the MBA this year including: Riddle Hospital, Crozer-Keystone, Republic Bank, and Franklin Mint. He added that he was about 75% to goal on sponsorship for this time of year.
- Zubair Khan announced a Business Mixer coming up on February 27th at Pinocchio's and sponsored by Wechsler/Marsico Associates.
- Zubair Khan mentioned that the Steen Billboard campaign would continue this year on a pay -as- you- go basis. He added that the billboard advertising gave Media a different exposure.

e Technology Report- Bryan Messick mentioned that the Constant Contact newsletters were getting increased open rates. He also added that the Promotions Committee would be utilizing more Facebook advertising this year for various events.

f. Retail Roundtable-

- Jack Cunicelli and Courtney Roszas informed the board that the retail committee had recently met informally. Jack Cunicelli mentioned that the committee was too limited at the moment and would need to recruit a larger sampling of retailers to work solidly on projects, and to concentrate on working together on positive outcomes rather than spending the majority of the time dwelling on what wasn't working. Zubair Khan also agreed that there would need to be positive outcomes and more organization for additional businesses to want to be involved in the meetings.
- Courtney Roszas brought up the question of business zoning and how retailers and restaurants were affected by new and competing business openings. She informed the board that she had met with Eric Stein (former Borough Councilman) to discuss this issue. Tom Hibberd spoke from the historical viewpoint and mentioned that stricter zoning doesn't tend to work for the property owners who need to rent the property. Zubair Khan mentioned that bringing the property owners into the loop with this issue would be a necessary step. Lisa Johnson was questioned as to whether the Comprehensive Plan was addressing this issue and she answered that she did not believe that it was addressing zoning. Bryan Messick added an idea to offer incentives rather than restrict business. He also mentioned that the difficulty for retail in Media lies in the fact that the storefronts are too small for larger, established retailers and too expensive for start-ups.
- Tom Hibberd also added that the board should consider moving forward with the Jeremy Alvarez proposal to revisit and provide current recommendations to the original Houston Report, which would address some of these issues.
- Jack Cunicelli added that he felt this was a great opportunity for Media and that this should be the job of a strong retail committee to attract and court businesses that would be a proper fit in assisting Media in becoming a retail destination.
- Loic Barnieu mentioned that retailers needed to stay open later and more often during some of these larger events. He gave an example of the success that Earth & State had been having by extending hours during Dining Under the Stars, but also added that it took some time to build up their presence during this event.

Meeting Adjourned at 8:04PM
Respectfully Submitted,
Jack Cunicelli
MBA Secretary