

Media Business Authority Board of Directors Meeting Minutes

Tuesday March 11, 2014

In Attendance: Bryan Messick, Christopher Dougherty, Jack Cunicelli, Tom Hibberd, Harry Havnoonian, Zubair Khan, Deborah Shipley, Lisa Johnson

Absent: Debbie Pitt, Warren Kuo, Loic Barnieu, Peter Bendistis, Courtney Roszas

Guests: None

Meeting called to order at 6:08PM.

1. **Public Comments: (Zubair Khan)**
 - a. None
2. **Approval of Minutes (Jack Cunicelli)**
 - a. **February Minutes-** Christopher Dougherty made a motion to approve the February minutes, Tom Hibberd 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 April board meeting.
 - b. **Yearly Audit-** Zubair Khan informed the board that the yearly audit was completed and went well.
 - c. **Borough Check to MBA-** Zubair Khan made a request to Lisa Johnson for the possibility of receiving the monthly check from the borough in the middle of the month (rather than at the end of the month) due to the unexpected capital expenditures that took place at the end of 2013. After some discussion, Lisa Johnson agreed to make the request to Borough Council.
4. **Old Business (Bryan Messick)**
 - a. **Merchant Survey 2014 -**Bryan Messick announced that the Merchant Surveys were continuing to be handed out and collected by the MBA's Neumann intern, Erik Heritage and that Erik had been receiving a positive response in his visits to Media businesses.
 - b. **Visitor's Survey Update-** Bryan Messick informed the board that the Visitor's Surveys were currently being tabulated by the manager of Ten Thousand Villages and that both the Merchant and the Visitor's Survey results would be used for future planning purposes.
 - c. **Garage Repairs Update-** Bryan Messick announced that the garage repairs were still out for bidding and that more information would be given as soon as it was available.
5. **New Business (Bryan Messick)**
 - a. **Committee Assignments- Follow-Up 2014-** Bryan Messick informed the board that a new Banker's Committee was currently being formed. He added that the bankers would be pooling their loaning resources together to offer low rate loans to businesses for facade improvement projects. He also mentioned that the loans would conform to traditional banking loan rules, but potentially carry much lower interest rates. Zubair Khan also added that there was interest in developing stronger sponsorship relationships with the local banks and that this was one way to bring them all together for that purpose.
 - b. **Restaurant Week Update –** Bryan Messick announced that the initial reports back from the restaurants are that they did very well for the first Media Restaurant Week with the nicer weather helping out. Zubair Khan added that this event has a promising future for Media.
 - c. **Retail Committee Update-** Jack Cunicelli mentioned that there was no shortage of people enthused by the town of Media and that it would be good if the retailers could cash in on some of the public's love for Media through special merchandise, etc. Zubair Khan answered that some of the retailers were currently successfully carrying some of the Media merchandise, but that this was a good idea for the retail committee to expand upon. Jack Cunicelli also announced that the retail meeting would be held on Wednesday in the small meeting room at 9am. The low commitment and attendance

level of the retail committee was discussed and Bryan Messick mentioned that he hoped that the committee could find enough enthusiastic members to keep it going. Various ideas were discussed for retail committee projects including: street signs, sidewalk sales, contests for front of store presentations, and increased Media merchandise.

6. Borough Liaison Report (Lisa Johnson)

a. Comprehensive Plan- Lisa Johnson announced that the Comprehensive Plan was now in draft form and that all of these great visions for Media would now need to be implemented and brought to life. Lisa Johnson asked for the MBA's partnership in making this happen and Zubair Khan answered that the MBA was in 100% support of partnering with the Borough on anything that would benefit the town of Media.

7. Committee Reports (Zubair Khan)

a. Events Committees-

Media Restaurant Week- See discussion above.

Roots Ramble- Zubair Khan announced that the events planning was going well with Paul Patchel, Deborah Shipley, Kevin Schramm and himself working to pull together all aspects of the upcoming event. He made special mention of the efforts of Paul Patchel over the years as he has worked tirelessly for America's Music Series with his own unpaid time.

b. Promotions Committee- Bryan Messick noted that the Promotions Committee had run an ad campaign through Comcast at the end of 2013 for Jazz Fest and the holidays. He added that the Jazz Fest was typically the least of the music series money makers and that the pre-sales for this event outdid all three music events from last year which may have been helped by the Comcast ad campaign.

c. Business Retention- Not discussed at this meeting

d. Executive Director's Report

Zubair Khan announced various openings and closings throughout the business district: Silver Moon Antiques opened at the beginning of March, Salon Belle Gente recently closed, My Three Sons was closed, and One or Two of a Kind would be closing its doors at the end of March.

e Technology Report- Report distributed; discussed throughout meeting

f. Retail Roundtable- See discussion above.

Meeting Adjourned at 7:30PM

Respectfully Submitted,

Jack Cunicelli

MBA Secretary