

Media Business Authority Board of Directors Meeting Minutes

Tuesday May 13, 2014

In Attendance: Bryan Messick, Loic Barnieu, Debbie Pitt, Jack Cunicelli, Warren Kuo, Tom Hibberd, Peter Bendistis, Courtney Roszas, Harry Havnoonian, Lisa Johnson, Zubair Khan, Deborah Shipley

Absent: Christopher Dougherty

Guests: **Monika Rehoric (Kenny's Flowers); Cara Wilkinson (Turning Point); Mikael Nordstorm (Rotary Club); John Bell (Rotary Club); Drew Arata (Earth & State)**

Meeting called to order at 6:08PM.

1. Public Comments: (Zubair Khan)

a. Monika Rehoric (Kenny's Flowers)- Monika Rehoric presented her idea to have a Holiday Parade and Jingle Bell Run on the Second Saturday of December. She informed the board of the details of the parade and explained that she already had a committee together in the process of planning the event.. Monika Rehoric also mentioned that the Borough had asked her to go back to the MBA for their approval before they would approve the Mass Gathering Permit that had been submitted. Much discussion ensued surrounding this project with many questions and concerns over the timing and shutting down of the streets during the busy retail season. Suggestions were made to possibly move the parade to the first Sunday in December and encourage retailers to stay open that day. Bryan Messick added that the MBA would be in favor of the event as long as the majority of the retailers were in support of the day and timing. It was suggested that getting feedback from a larger sampling of retailers be the next step before any decisions were made. Monika Rehoric agreed to go back to the committee with the possible date change.

b. Cara Wilkinson (Turning Point)- Cara Wilkinson attended the meeting in order to hear more about the proposed holiday parade. She gave her concerns and stated that she felt having it on a Sunday would be a good possible compromise

c. Mikael Nordstorm & John Bell (Rotary Club)- Mikael Nordstorm and John Bell presented the Rotary's proposal to host a car test drive side event during Media's upcoming Car Show. They explained that this was a nationally sponsored event to benefit the Rotary. They also added that the event would happen along the curb on the west end of town and that it would not require a street closure. Pete Bendistis responded that this would not be a decision for the MBA as the Car Show was not allowed to cross over Orange Street. Zubair Khan and Bryan Messick informed them that they would have to take this back to Borough Council for their approval as there would be some public safety and police considerations.

d. Drew Arata (Earth & State)-Drew Arata attended the board meeting to participate in the holiday parade. He had similar concerns to Cara about that time of the year with a street closure. He mentioned that he didn't feel that parades brought shoppers to town. Monika Rehoric replied that she felt the parade would bring a large amount of people to town that would not normally come to Media.

2. Approval of Minutes (Jack Cunicelli)

a. March Minutes- Debbie Pitt made a motion to approve the March minutes, Tom Hibberd seconded the motion, and the motion passed.

b. April Minutes- Debbie Pitt made a motion to approve the April minutes, Tom Hibberd seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. Authorize to Pay Bills- Debbie Pitt made a motion to ask for authorization to pay the April bills in the amount of \$31,358.00, Tom Hibberd seconded the motion and the motion passed.

b. Q1 Treasurer's Report- The first quarter financials were provided to the board in the meeting packet. Debbie Pitt announced that the MBA was in the black for the first quarter of this year. Courtney Roszas made a motion to approve the Q1 Treasurer's Report, Tom Hibberd seconded the motion and the motion passed.

4. **Old Business (Bryan Messick)**

a. **Merchant Survey 2014** Not discussed at this meeting.

b. **Visitor's Survey Update**- Not discussed at this meeting.

c. **Jeremy Alvarez Proposal**-Bryan Messick announced that the board needed to make a decision whether or not to accept the Jeremy Alvarez' proposal to review and make additional recommendations to the original Houston Plan. Debbie Pitt added that this money was not currently allotted in the budget and would have to be taken from somewhere else in the budget. Tom Hibberd recommended to the board that an addendum be made to the proposal to include a review and comment of the current Comprehensive Plan. Bryan Messick added that this could be a supplement to the plan as the plan did not properly address economic issues important to the growth and future of the business district. Tom Hibberd agreed to have a conversation with Jeremy Alvarez to let him know some of the additional items that the board was interested in adding to the original proposal.

d. **Comprehensive Plan**- See above.

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

a. **Committee Assignments- Follow-Up 2014**- Not discussed at this meeting.

b. **BBCG Filming on State Street**- Bryan Messick mentioned the filming that had been taking place throughout the business district. Various board members commented that the producers and film crew were very pleasant and appreciative, but that they seemed to be ordering food from out of town rather than eating and shopping locally. Zubair Khan recommended that a borough webpage be created to attract film companies potentially interested in filming in Media.

c. **Non Profit Policy**- Deborah Shipley brought up the subject of creating a non profit policy that the board could use as a guideline. She explained that the MBA continued to receive various requests for promoting non profits and for hosting tables at Dining Under the Stars, as well as presenting at MBA Board Meetings. The board felt that this was a good time to create a policy. It was decided that ideas for wording on non profit rules and regulations would be presented at a future meeting date.

6. **Borough Liaison Report (Lisa Johnson)**

a. **Garage Repairs Update**- Bryan Messick announced that the Garage Repairs were slated to begin in June with one floor open at all times. He also reminded the board that the banks would be opening up some of their private lots which would be advertised on social media for events such as Dining Under the Stars. Bryan Messick also mentioned that parking map inserts would be created to hand out to visitors to show the juror lot and other areas of parking availability.

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

a. **Events Committees**- Not discussed at this meeting.

b. **Promotions Committee**-Report distributed; Not discussed at this meeting.

c. **Business Retention**- Not discussed at this meeting

d. **Executive Director's Report** Report distributed; Not discussed at this meeting.

e. **Technology Report**- Report distributed; Not discussed at this meeting.

f. **Retail Roundtable**- See discussion above.

Meeting Adjourned at 7:56PM

Respectfully Submitted,

Jack Cunicelli

MBA Secretary