

Media Business Authority Board of Directors Meeting Minutes

Tuesday September 9, 2014

In Attendance: Bryan Messick, Debbie Pitt, Jack Cunicelli, Tom Hibberd, Christopher Dougherty, Warren Kuo, Peter Bendistis, Courtney Roszas, Zubair Khan, Deborah Shipley

Absent: Loic Barnieu, Harry Havnoonian, Lisa Johnson

Guests: David Sibley & Lauren Turton (The Media Message & ON VIDEO), Dan Lievens & John Toohey (HeadRoom), Scott Shaffner (Utility Advocate), Jeremy Alvarez

Meeting called to order at 6:05PM.

1. Public Comments: (Zubair Khan)

a. David Sibley & Lauren Turton (The Media Message & ON VIDEO)-David Sibley and Lauren Turton introduced themselves from The Media Message and ON VIDEO as the creators of the new Media video.

b. Dan Lievens & John Toohey (HeadRoom)- Dan Lievens and John Toohey introduced themselves from HeadRoom- a shared resource innovation center to assist startups in strengthening and growing their business. They announced their Grand Opening on Wednesday, September 24th and informed the board that Mayor Bob McMahon would be in attendance and was declaring that day as Media Innovation Day. Dan Lievens also announced his intent to be considered as a new MBA board member.

2. Approval of Minutes (Jack Cunicelli)

a. July Minutes- Debbie Pitt made a motion to approve the July minutes, Courtney Roszas seconded the motion, and the motion passed.

b. August Minutes- Debbie Pitt made a motion to approve the August minutes, Courtney Roszas seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. Treasurer's Report- Debbie Pitt made a motion to approve the Q2 Treasurer's Report, Warren Kuo seconded the motion, and the motion passed.

4. Old Business (Bryan Messick)-

a. Merchant Survey 2014 Not discussed at this meeting.

b. Visitor Survey-Not discussed at this meeting.

c. Jeremy Alvarez Update-Jeremy Alvarez attended the board meeting to give an update on his progress thus far with his review of the original Houston Plan. A handout was given as a preliminary draft to the board members outlining all of the areas he was looking at including, but not limited to: improvement to the public realm, auto and pedestrian circulation and parking, borough project development, and managing the business district. Lengthy board discussion and input took place surrounding Jeremy Alvarez' preliminary draft Bryan Messick thanked Jeremy Alvarez for all of his time and efforts and asked that the board take all of this information home to digest and think about and to come back with any further feedback, questions, or concerns.

5. New Business (Bryan Messick)-

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

b. New Board Nominee-Bryan Messick announced the new prospective board member- Dan Lievens from HeadRoom. Bryan Messick made a motion to recommend Dan Lievens to the board, Peter Bendistis seconded the motion, and the motion passed. Bryan Messick added that the recommendation would be passed along to Borough Council for their vote.

c. Video Update-Bryan Messick informed the board that the Promotions Committee had reached out to David Sibley to create a video commercial to be used for various advertising purposes. David Sibley and Lauren Turton presented the video to the board. Zubair Khan added that cable TV advertising options were being researched and that the video would also be used for Facebook, Brandywine Visitor's Center, the jury room and the Delaware County Chamber of Commerce. Bryan Messick also added that the Promotions Committee would be coming back with any added expenditures for approval. Zubi air Khan additionally mentioned that the money that had not been used for billboard advertising this year had been put into the video production. Bryan Messick made a motion to approve the video for online promotions and advertising, Peter Bendistis seconded the motion and the motion passed.

6. Borough Liaison Report (Lisa Johnson)-

a. Borough Council Updates- Bryan Messick announced that the Olive Street Garage was finished with repairs and that two and half levels were now open with minor repairs being finished on one the retainer walls. Zubair Khan added that there would be payment kiosks next to each stairwell.

7. Committee Reports (Zubair Khan)

a. Events Committees-

Food Festival- Zubair Khan announced that the Food Festival was still being booked with numbers similar to last year's event and a reduced price being offered for Media retailers. Zubair Khan also mentioned that the Health Department would be having a meeting to discuss stricter guidelines for this year's upcoming event. Courtney Roszas informed the board that there was a Philadelphia food event that draws thousands where a number of people had gotten sick. She added that she didn't want to see that happen in Media and was wondering if the Health Department would be at the event to check on food preparation safety. Zubair Khan said that he would bring this up at the safety meeting and asked her to send him any information she had regarding this matter.

CAC Event- Zubair Khan announced that the CAC event would be held again on State Street in Media on September 27th and that they would be having their annual Taste of Media benefit event on September 25th at the Wallingford Arts Center.

Holidays- Bryan Messick announced that Santa's Arrival was set for its usual date the Friday after Thanksgiving followed by Small Business Saturday, and the new Holiday Parade that was slated for that Sunday (run by the Parade Committee). He also added that the New Year's Eve Ball Drop was looking into some possible different locations this year. Peter Bendistis mentioned that if the Ball Drop was going to move that it should be considered for a more accessible location such as Veterans Square. Warren Kuo also thought that Veterans Square would be a good option and other board members agreed.

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

c. Business Retention- Not discussed at this meeting

d. Executive Director's Report- Zubair Khan wanted to inform the board that the Media Garage Sale was not being advertised or handled as it should this year. He mentioned that Media Recreation was no longer interested in hosting this event and that The Media Fellowship House was possibly interested in taking the event over next year.

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

f. Retail Roundtable- See discussion above.

Meeting Adjourned at 8:28PM

Respectfully Submitted,

Jack Cunicelli

MBA Secretary