

# Media Business Authority Board of Directors Meeting Minutes

*Tuesday October 14, 2014*

**In Attendance:** Bryan Messick, Debbie Pitt, Jack Cunicelli, Peter Bendistis, Dan Lievens, Zubair Khan, Deborah Shipley

**Absent:** Loic Barnieu, Tom Hibberd, Christopher Dougherty, Warren Kuo, Courtney Roszas, Harry Havnoonian, Lisa Johnson

**Guests:** NONE

**Meeting called to order at 6:15PM.**

**1. Public Comments: (Zubair Khan)**

a. NONE

**2. Approval of Minutes (Jack Cunicelli)**

a. **September Minutes-** Debbie Pitt made a motion to approve the September minutes, Peter Bendistis seconded the motion, and the motion passed. Discussion happened around possibly approving the minutes through an online email vote for faster posting turnaround.

**3. Treasurer's Report (Debbie Pitt)-**

a. **3<sup>rd</sup> Quarter Financial Report-** Debbie Pitt informed the board that the MBA was showing a profit of roughly \$1000 more than the projected budget due to good weather for the events, sponsorships, and grant money. She announced that the overall expenses are close to the budget with advertising expenses being down and Christmas expenses being higher.

b. **2015 Budget-** Debbie Pitt presented a working balanced budget to the board. She announced that the MBA would also be asking for \$12,000 in additional funding from the Finance Committee with specific expenditures noted in the request. Debbie Pitt made a motion to approve the 2015 budget to submit tomorrow, Jack Cunicelli seconded the motion and the motion passed.

c. **Authorize to Pay Bills-** Debbie Pitt made a motion to ask for authorization to pay the July, August, and September bills in the amounts of \$11,891.66, \$10,814.41, and \$23,273.94 respectively, Peter Bendistis seconded the motion and the motion passed.

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

a. **Jeremy Alvarez Update-**Not discussed at this meeting.

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

a. **Christmas Lights-** Zubair Khan announced that the bulbs in the lighting were being changed and would be ready for the holidays

b. **Media Restaurant Weeks-**Zubair Khan announced that Media Restaurant Weeks had started and would be lasting for two weeks. He mentioned that this was a good event that did not burden the MBA's budget. Zubair Khan informed the board that a Clipper Magazine full-page ad was placed to assist with advertising the event as well as advertising in local papers and on social media.

c. **Ratification of Dan Lievens-** Bryan Messick made a motion to ratify Dan Lievens to the MBA Board, Debbie Pitt seconded the motion and the motion passed. Bryan Messick welcomed Dan Lievens to the MBA Board.

**d. Orange Street Closures-** Zubair Khan brought to the board's attention a grievance over an invoice that was received from the Borough after the event. He informed the board that the Borough decided not to close down Orange Street as originally approved through the Mass Gathering Permit in August. This decision created an invoice of \$1000 over what was expected due to the extra policing needed for that intersection to keep the event safe. The additional cost was unplanned by the event and sprung on the MBA at the last minute due to a Borough decision. He asked the MBA Board for permission to send a letter to the Borough requesting compensation for that particular overage on the invoice.

**e. Officer Nominations-** Bryan Messick informed the board that the reselection of officers for 2015 would be taking place at the next board meeting. He asked any names be submitted to the Executive Director as soon as possible.

#### 6. Borough Liaison Report (Lisa Johnson)-

**a. Cameras on State Street-** Bryan Messick informed the board that the new security cameras were currently being installed on State Street on the Septa poles for a 6-month test period.

**b. Highway Banners-** Zubair Khan informed the board that the highway banner's hard wires holding them up were beginning to fray. He expressed his concern over the safety of the banners in the future. Zubair Khan let the board know that he was talking to the Borough about starting to charge extra to the nonprofits for hanging the banners to raise the funds to replace these wires.

**c. Alternate Liaison-** Various board members brought up their concern about not having a Borough Liaison present at the MBA Board meetings. Zubair Khan replied that he would request from Borough Council a back-up/alternate liaison to be present for the times when the current liaison was unable to attend the meetings.

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

##### a. Events Committees-

**Food Festival-** Bryan Messick and Zubair Khan commented on the very successful Food Festival and the fact that many people ran out of food due to the large number of attendees.

**CAC Event-** Bryan Messick announced that the MBA would be taking a good look at all of the events and the profitability, feasibility, and benefit to the business community of each of them. He added that the CAC event needed to have some changes if it would continue to be on State Street due to numerous issues including complaints from the retailers.

**Dining Under the Stars-** Zubair Khan announced that Dining Under the Stars was wrapping up for the season and that the committee was foreseeing some issues for next year. He informed the board that Quotations and Iron Hill were interested in participating, but that this created an issue for additional street closures and parking problems. He mentioned that there was a possibility to close the streets from Iron Hill to Monroe, but to leave a section open for access to Trader Joe's and additional parking spaces. Bryan Messick also added that the MBA was interested in having a point person on the day of events to help with volunteers and to have more of a street presence for this particular event. Zubair Khan followed up with the fact that the MBA and police worked together on keeping this event safe.

**Friday Nights in Media-** Zubair Khan informed the board that the "Friday Night in Media" campaign idea had received a lukewarm response from the retailers. He mentioned that the MBA was willing to continue to try different ideas to give a boost to retail, but that the support of retail needed to also be there. Jack Cunicelli added that it was difficult for retailers due to the low profit margins and revenue not being up to par with the restaurants. Bryan Messick added that the MBA would continue to get the input of retailers and support them. Zubair Khan added that he wanted to recognize the consistent efforts of Drew and Heather Arata (Earth & State), Denise Yocco (Seven Stones), Jack Cunicelli (320 Market), Courtney Roszas (Lotus) and a few other retailers to try to get some ideas going for retail shops in town. He added that it was an uphill battle, but the MBA would continue their support.

**Holidays-** Zubair Khan informed the board that the Mass Gathering Permits for Santa's Arrival and New Year's Eve were approved with a street cleaning condition for New Year's Eve.

**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; various items discussed throughout the meeting.

- e **Technology Report**- Report distributed; Not discussed at this meeting.
- f. **Retail Roundtable**- See discussion above.

**Meeting Adjourned at 7:34PM**  
**Respectfully Submitted,**  
**Jack Cunicelli**  
**MBA Secretary**