

# Media Business Authority Board of Directors Meeting Minutes

*Tuesday December 9, 2014*

**In Attendance:** Bryan Messick, Loic Barnieu, Debbie Pitt, Jack Cunicelli, Peter Bendistis, Courtney Roszas, Dan Lievens, Lisa Johnson, Zubair Khan, Anna Marcellus (filling in for Deborah Shipley)

**Absent:** Christopher Dougherty, Tom Hibberd, Warren Kuo, Deborah Shipley

**Guests: Charlene Mulholland (Sorella Boutique)-** Newest potential board member to be voted on in December by Borough Council.

**Meeting called to order at 6:16PM.**

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

a. NONE

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

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

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

a. **Authorization to Pay Bills/Treasurer's Report-** Bryan Messick notified everyone that the Authorization to Pay Bills and the Treasurer's Report would be done on a quarterly basis starting in January. Zubair Khan will remind Debbie Pitt about generating all America's Music Series' reports in QuickBooks.

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

a. **Jeremy Alvarez Update-** Bryan Messick reported that the Jeremy Alvarez' review is coming along very well. He informed the board that Jeremy Alvarez had already interviewed a lot of staff and stakeholders. In his upcoming report, he will be showcasing how businesses in Media are doing, what else can be done in order to promote businesses even more and ways to increase the overall economic development in the borough. Zubair Khan also added that a great job was done analyzing the visitor's survey, and everyone was very happy with the turnaround as the participation exceeded expectations. He informed the board that originally, the survey was going to be done with 120 visitors and merchants but about 200 have actually responded. Once finished, the results of the survey will be posted on the Media website, so that local businesses can see what is attracting visitors to Media. Bryan Messick also asked that once Jeremy Alvarez submitted his preliminary report, that the board members assist with giving feedback. Zubair Khan and Bryan Messick also mentioned that discussions were happening around creating a "Business Improvement District" – a concept for identifying collaboration and growth opportunities for small businesses in the community. The concept is being successfully used in West Chester and Manayunk. Once Jeremy Alvarez' report is put together, there will be more discussions about using the BID in Media in the future.

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

a. **Holiday Mixer-** Zubair Khan reminded everyone about the Holiday Mixer would be held on Thursday, December 11<sup>th</sup> at the Franklin Mint Federal Credit Union between 5:30-8:30pm. He announced that the restaurants would be donating a dish to keep the costs down. He also added that Turning Point Gallery spent a lot of time and effort creating the Christmas Wonderland inside of the bank. Zubair Khan mentioned that the MBA would be honoring one person this year- Joyce Doubet-for her

extraordinary involvement in the community.

**b. Media Arts Council Business Mixer-** Zubair Khan informed everyone that Media Arts Council requested a Business Mixer which will be held on February 13, 2015. The MBA would be creating the mixer invitation and MAC would be in charge of the food and drinks.

**c. New Banners for Business District:** Zubair Khan informed everyone that the triangle Media banners on State Street and in some locations on Baltimore Pike needed to be replaced as requested by Jeff Smith. He added that the banner replacement hadn't been budgeted for and that a total of two dozen banners were needed. He continued that replacement is seen as a big maintenance issue and that a 5-7k additional expense would be incurred if the MBA were to put up brand new banners. Zubair Khan also mentioned that there would be a possibility in refurbishing the old banners as well. Chris Dietrich, the original designer of the banners, is assisting with the project and will make a more formal presentation to the board in early 2015.

**d. Loic Barnieu Resignation-** Loic Barnieu announced his formal resignation from the MBA Board and everyone expressed their gratitude for his service on the board and wished him well with his new restaurant to open in Spring 2015.

**e. Proposed Board Meeting Dates 2015:** Bryan Messick asked the board members if the 2<sup>nd</sup> Tuesdays of the month at 6:00pm was still a good time for the Board meeting, and it was confirmed as a good time. Zubair Khan mentioned not having a board meeting in August due to low attendance at this time of year. Debbie Pitt made a motion to not have a board meeting in August 2015, Peter Bendistis seconded the motion and the motion passed.

**f. HeadRoom Seminars-** Dan Lievens made an announcement to the board regarding seminars that HeadRoom holds for small businesses. Zubair Khan agreed that it would be a great idea to expand the seminars to workshops, and use the HeadRoom as a resource center for local businesses. Dan Lievens asked for increased promotion for these events.

**g. Instagram Promotions-** Zubair Khan filled everyone in on a new restaurant and business promotion idea brought up by Anna Marcellus who is now handling the Media, PA Instagram promotions. Anna Marcellus' idea was to offer restaurants a picture posting of their holiday specials (dish or drink) on Visit Media's Instagram account. Jack Cunicelli also suggested promoting the #visitmediapa hashtag on social media channels and asking everyone to include it in their food or shopping posts on Instagram, Facebook and Twitter. In addition, Jack Cunicelli suggested ordering and selling merchandise with that hashtag.

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

**a. Thanksgiving Weekend-** Lisa Johnson asked for feedback from the Thanksgiving weekend holiday events.

**b. Borough Parking-** Lisa Johnson confirmed to the board that there would be free parking in the main parking lot through the end of December. She was asked to also look into the possibility of free parking in the entire business district throughout the holiday season.

**c. Wawa-** Lisa Johnson announced that negotiations are still in progress for the proposed Wawa and; while there was no approval yet, it is known that the Borough has decided not to object the Wawa plans.

## 7. Committee Reports (Zubair Khan)

### a. Events Committees-

**Holidays-** It was announced that Media held two successful holiday events - Santa's Arrival and the Christmas Parade. While both events were received very well, there was a lot of confusion about the timing of the two events. It also affected the attendance of Small Business Saturday. It is not known whether the Christmas Parade will take place next year; however Bryan Messick suggested that the MBA get feedback from business owners as soon as possible and reevaluate the need for two similar events. Charlene Mulholland volunteered to collect feedback about Black Friday, Small Business Saturday, Santa's Arrival and the Christmas Parade.

**b. Promotions Committee-** The Promotions Committee showcased the insert in Main Line Today Magazine, which is being distributed to various organizations, restaurants and hotels, including the Brandywine Visitors Bureau. The insert includes a directory with all small businesses located in the Media Borough. It was discussed that a downside to this year's insert was that there was not much content and only a couple of bigger ads due to the lack of space. On a positive note – the cost for the 2500 copies was very minimal. The MBA is awaiting feedback. A holiday handout was also created for Black Friday with a display of the Media map and a small business directory. Zubair Khan also mentioned that the committee would be looking into a more comprehensive map of Media for the future. He asked everyone if they had any other ideas, including the utilization of new technologies, which MBA could explore in 2015 in order to promote small businesses (video of Media to post on the website, commercials and TV ads). Dan Lievens mentioned the 360 degree virtual tour powered by Google to enhance the

web presence of businesses, but that this was a costly option.

**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-** Peter Bendistis shared an idea of sponsoring 30-minute 7am "Morning Coffee Events" which would be held in different businesses on a monthly basis. He mentioned it would be a great way to network and stay connected with local businesses.

**Meeting Adjourned at 7:25PM followed by an Executive Session**

**Respectfully Submitted,**

**Jack Cunicelli**

**MBA Secretary**