

# Media Business Authority Board of Directors Meeting Minutes

*Tuesday January 13, 2015*

**In Attendance:** Bryan Messick, Debbie Pitt, Jack Cunicelli, Warren Kuo, Charlene Mulholland, Zubair Khan, Deborah Shipley

**Absent:** Christopher Dougherty, Tom Hibberd, Peter Bendistis, Courtney Roszas, Dan Lievens, Lisa Johnson

**Guests:** Janet Howarth and Sharon Tuohey (WSFS Bank- Media)

**Meeting called to order at 6:03PM.**

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

**a. Janet Howarth and Sharon Tuohey (WSFS Bank- Media)**-Janet Howarth and Sharon Tuohey introduced themselves and announced that they were interested in becoming more involved with the MBA. Possibilities for different committees were discussed with a particular emphasis on them taking over the Business Retention Committee. They expressed their interest and will be meeting with Zubair Khan and Deborah Shipley to discuss ways to revitalize this committee going forward.

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

**a. December Minutes-** Debbie Pitt made a motion to approve the December minutes, Warren Kuo seconded the motion, and the motion passed.

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

**a. Authorization to Pay Bills-** Debbie Pitt made a motion to ask for authorization to pay the 2014 October, November, and December bills in the amounts of \$19,829.13, \$29633.90, and \$24,690.26 respectively, Bryan Messick seconded the motion and the motion passed.

**b. Treasurer's Financial Report-** Debbie Pitt announced to the board that 2014 closed out with a loss of \$383. She explained that the event income was below budgeted amount, merchandise sales were above budgeted amount, sponsorships were above budgeted amount, and that advertising and overall expenses were down this year. Debbie Pitt made a motion to accept the Treasurer's Q4 Financial Report, Bryan Messick seconded the motion, and the motion passed. Debbie Pitt also announced that she was still waiting to hear back from the Borough on the MBA request for additional funds for this year.

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

**a. Jeremy Alvarez Review-** Zubair Khan announced that Jeremy Alvarez had finished his report draft and a hard copy was given to everyone present at the meeting for their feedback. An electronic version was also sent out before the meeting. Bryan Messick asked all board members to review the report in the next two weeks and give any comments before the final report would be presented by Jeremy Alvarez in February. Robin Otto's independent report was also sent out electronically before the meeting for the board's review.

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

**a. MAC Business Mixer-** Bryan Messick announced that MAC would be hosting an MBA Business Mixer on Wednesday, February 18. Jack Cunicelli announced that the new 320 Market location would be opening on Thursday, February 19.

**b. Committee Assignments 2015-** Bryan Messick gave a brief overview of the various committees for 2015.

**c. Charlene Mulholland- Newest Board Member-** Bryan Messick welcomed Charlene Mulholland as the newest board

member officially ratified in December 2014 by Borough Council.

**d. Financial Ethics Packet-** Bryan Messick announced that all board members needed to fill out the Financial Ethics paperwork (included in the meeting packet) and return it at the next meeting.

**e. Sidewalk Sale & Retail-** Zubair Khan recommended to the board that an advertisement be placed for Retail's upcoming April Sidewalk Sale on the back of the Calendar of Events for one month of printing. Debbie Pitt made a motion for the board to give Retail a ½ page Calendar of Events ad for one month of printing. Jack Cunicelli seconded the motion, and the motion passed. It was also discussed that the Sidewalk Sale would not need any permits and that restaurants could also participate by bringing out a few outdoor tables or giving out samples. It was suggested by Zubair Khan that if retail would pay half, then the MBA would match the money to place a full-page ad for the Sidewalk Sale. Zubair Khan made a request that the retail community show more commitment and enthusiasm (as the restaurants do) when planning events. He added that the MBA was always willing to help and try new things, but that the retail community in general only had a handful of people that want to work together. Charlene Mulholland and Jack Cunicelli both commented that it was a tough market out there for retailers in this economy, but agreed that more could be done to stimulate business. Jack Cunicelli also added that he believed that solving some of the parking problems would be a big help to retail. Zubair Khan added that the Borough was currently working with the County and Septa to study additional parking solutions and he felt that the MBA should continue to take an active role and strong stand in developing more parking alternatives for downtown Media.

**f. Black Friday, Small Business Saturday & Santa Parade-** Charlene Mulholland announced to the board that she had surveyed the retail owners regarding the holiday weekend events at the end of November. She informed the board that Small Business Saturday was a fantastic sales day for retailers, Black Friday was better than average, but not as good as it used to be, and that the Santa Parade was a lot of fun, but did not bring sales to Media retail that day. Discussions took place over how to maximize this weekend in 2015 and possibly combine some of the events.

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

a. NONE

## 7. Committee Reports (Zubair Khan)

### a. Events Committees-

**Dining Under the Stars-** Zubair Khan announced that a report had been given to the Borough Liaison stating the accomplishments of this past year's Dining Under the Stars- 115,000 dinners & over 3.1 million in revenue.

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

**c. Business Retention-** Ideas for restructuring the Business Retention Committee were discussed; see above.

**d. Executive Director's Report-** Zubair Khan announced that Chinese New Year was moved to Saturday, February 28.

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

**f. Retail-** Discussed throughout the meeting; see above.

**Meeting Adjourned at 7:47PM**

**Respectfully Submitted,**

**Jack Cunicelli**

**MBA Secretary**