

Media Business Authority Board of Directors Meeting Minutes

Tuesday February 10, 2015

In Attendance: Bryan Messick, Christopher Dougherty, Tom Hibberd, Peter Bendistis, Courtney Roszas, Dan Lievens, Charlene Mulholland, Lisa Johnson, Zubair Khan, Deborah Shipley

Absent: Debbie Pitt, Jack Cunicelli, Warren Kuo,

Guests: Frank Daly (Media Attorney), Jeremy Alvarez (Urban Planning & Development Consultant), Chris Dietrich (Watertable), Jeffrey Bordenave (Berkshire/Hathaway)

Meeting called to order at 6:05PM.

1. Public Comments: (Zubair Khan)

a. Frank Daly (Media Attorney)- Bryan Messick introduced Frank Daly as the newest board member applicant. See more information below.

b. Chris Dietrich (Watertable) Chris Dietrich introduced himself as one of the original designers and branders of the current Media logo and banners. He made a presentation to the board for replacing the banners in the business district. See more information below.

c. Jeffrey Bordenave (Berkshire/Hathaway)- Jeff Bordenave introduced himself as a local realtor with interest in being more involved in the community.

d. Jeremy Alvarez (Urban Planning & Development Consultant)- Jeremy Alvarez made his presentation to the board of the MBA Strategic Plan. See more information below.

2. Approval of Minutes (Jack Cunicelli)

a. January Minutes- Bryan Messick made a motion to approve the January minutes, Dan Lievens seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. Quarterly Report- The Treasurer's Report will be completed on a quarterly basis. The next report will be in April.

4. Old Business (Bryan Messick)-

a. Jeremy Alvarez Report- Jeremy Alvarez presented the MBA Strategic Plan report in its near final draft form to the MBA Board. He gave a thorough presentation of the report. Jeremy Alvarez informed the meeting attendees and the MBA Board that this was meant to be a review of the MBA's accomplishments over the past 15 years as well as suggestions to implement for moving forward. Jeremy Alvarez will be available to make his presentation to Borough Council at a future meeting date. Some of the key points of Jeremy's presentation:

1. The MBA's impact on the borough is significant in revenue dollars, yet the public still does not understand all that the MBA and the business community contribute to the economic viability of the town.
2. The MBA had done extraordinarily well with the implementation of the original recommendations made back in the 1999 Houston Plan.
3. The competition that the business district in Media will be facing in the future from multiple town center concepts underway could significantly impact revenue dollars in Media. Media will need to leverage the fact that we already process the elements that these town center developments are attempting to duplicate. It will be vital to upgrade and enhance during this time of competitive growth in the surrounding areas to Media Borough.
4. The fact that the MBA does not have capital creates tension between the borough and the MBA since the

borough already has a long list of things to do as well as groups and projects that also are requesting more funding money.

5. The MBA has been very successful with both raising capital on their own and using the money given to them by the borough to impact the town in lucrative and positive ways, but the MBA would require additional funding to stay competitive in the future and bring desirable businesses to Media.
6. The mercantile tax system has many holes in it and addressing this one area would likely bring a great deal of additional income to the borough which could then be shared with the MBA.

5. New Business (Bryan Messick)

a. MAC Business Mixer- Bryan Messick reminded everyone about the MBA & MAC Mixer coming up on February 18th.

b. Chris Dietrich Banner Presentation- Chris Dietrich presented his current banner research and the history of the banner program in Media. He explained that the banners were in dire need of replacing and that they had lasted well beyond what is expected in typical outdoor banner life span. Zubair Khan added that Borough Council had originally paid a large portion of the cost for the banners and that the MBA would again be making a request for the borough to assist with the costs to replacement costs. Ideas were discussed to possibly recycle some of the old banners that still were in decent shape to the business areas of Media that were not directly on State Street such as Five Points and Baltimore Pike. Zubair Khan also mentioned that this would be a good time to present this project to Borough Council while all of the current plans were being reviewed for revitalization efforts to further improve the town with way finding signage, etc...

c. Recommendation for New Board Member- Christopher Dougherty motioned for Frank Daly to be recommended to the MBA Board, Tom Hibberd seconded the motion and the motion passed. The recommendation will be passed along to Borough Council for their final approval.

d. Santa Parade Mass Gathering Permit- Bryan Messick announced that the Santa Parade Mass Gathering permit had been submitted by the Santa Parade Committee, but that it would have to be resubmitted with times indicated for the Parade and the Jingle Bell Run.

e. Philly Tech Week- Dan Lievens announced Philly Tech Week would be happening in April and that HeadRoom & Delaware County Chamber of Commerce were interested in hosting an event in Media to bring Tech Week to the suburbs.

Dan Lievens asked for the MBA's support in the efforts that were being made to bring this to Media. He added that Delaware County Council was also in full support of this event which would be held on Veterans Square between State and Jasper Streets. Dan Lievens also mentioned that this event would attract younger crowds and that Media businesses could join in and benefit from the event. Lisa Johnson recommended that this be brought before Public Safety as soon as possible, The board all responded favorably and Zubair Khan added that he would be there to assist Dan Lievens in all of the logistics to bring this event to Media.

6. Borough Liaison Report (Lisa Johnson)

a. NONE

7. Committee Reports (Zubair Khan)

a. Events Committees-

Dining Under the Stars- Zubair Khan announced that Dining Under the Stars would be starting again in a few months and that there had been a very positive response on social media with excitement in announcing the upcoming season.

Car Show- Peter Bendistis informed the board that he was approached regarding the possibility of Media as the location for their car show on Father's Day. This would be proposed as a 2nd car show for Media in the same calendar year.

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

c. Business Retention- Not discussed at this meeting.

d. Executive Director's Report- Discussed throughout the meeting.

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

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

Meeting Adjourned at 8:08PM
Respectfully Submitted,
Jack Cunicelli
MBA Secretary