

# Media Business Authority Board of Directors Meeting Minutes

*Tuesday May 12, 2015*

**In Attendance:** Bryan Messick, Dan Lievens , Debbie Pitt, Jack Cunicelli, Christopher Dougherty, Peter Bendistis, Courtney Roszas, Charlene Mulholland, Frank Daly, Lisa Johnson, Zubair Khan, Deborah Shipley

**Absent:** Tom Hibberd, Warren Kuo

**Guests:** Steven Bright (Comcast)

**Meeting called to order at 6:07M.**

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

**a. Steven Bright (Comcast)-** Steven Bright, Comcast Account Executive, introduced himself to the board and made a presentation for Comcast's Internet and TV Campaign. See under New Business for more information.

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

**a. April Minutes-** Frank Daly made a motion to approve the April minutes, Dan Lievens seconded the motion, and the motion passed.

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

**a. Quarterly Report-** Debbie Pitt presented the Q1 Financial Report to the board. She announced that the profit was consistent with the amount of income and expenditures for this time of year explaining that although the profits were up, it was likely due to a timing issue with many of the MBA's expenses and events just getting started for the year. Debbie Pitt made a motion to approve the Q1 Financial Report, Charlene Mullholland seconded the motion and the motion passed.

**b. Authorize to Pay Bills-** Debbie Pitt made a motion to ask for authorization to pay the January, February, March bills in the amount of \$45, 201.56. Frank Daly made a motion to pay for the bills in that amount, Charlene Mullholland seconded the motion and the motion passed.

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

**a. Jeremy Alvarez Final Report-** Bryan Messick announced that Jeremy Alvarez's Final Report was now on the Media Business Authority website for public viewing. Zubair Khan made a request that the MBA continue to make sure that the report recommendations were followed through with an action plan. Frank Daly volunteered his time and services to help review the plan and work on executing it. Lisa Johnson also expressed her desire to see all of the current ideas in the recent reports that had been conducted to become more than just a laundry list. She added that it made perfect sense to include the MBA in this process. Zubair Khan added that they could all meet as a group going forward to work on the plan together for the benefit of Media.

**b. New Media Merchandise-** Zubair Khan announced that some new Media merchandise had been added and that the past Super Sunday had been the best day in sales yet at the MBA booth. Zubair Khan again thanked Jack Cunicelli for his behind-the-scenes encouragement of ramping up the merchandise sales. Dan Lievens made a suggestion to enhance the sales online. Bryan Messick also announced that the merchandise was in a beta testing mode for this summer to see what would sell before expanding into further avenues for merchandise sales. Zubair Khan also added that he wanted to thank Franklin Mint Federal Credit Union in Media for offering a showcase to sell merchandise at their Media branch. Courtney Roszas suggested that Dining Under the Stars shirts be made with the restaurant names on the back so that the restaurants could also sell them. Zubair Khan responded that the shirts had already been made, but that he liked the idea for the future.

## 5. New Business (Bryan Messick)

**a. Mixer @ Mielcarek-Cosmetic-** Bryan Messick announced that there would be a Mixer at Mielcarek's Cosmetic Center on Tuesday, May 19 from 5:30-7:30pm.

**b. Inside/Outside Philadelphia Museum of Art Program-** Bryan Messick announced the successful installation of the Inside/Out Philadelphia Museum of Art program that Media was selected to be a part of this summer. Zubair Khan announced that May 16<sup>th</sup> would be the date for the roll out at 11am meeting in front of the North Plum Street Mall Installation. Some discussion took place regarding the maps and PR.

**d. Media Town Hall Business Meeting-** Bryan Messick thanked everyone for their attendance at the first Media Town Hall Business Meeting and added that another meeting would be held in the fall during the evening to possibly capture more merchant attendance.

**e. Media Trademark Registration-** Zubair Khan announced that it had come to his attention that two Media trademark registrations had expired. It was suggested that, instead of paying two separate fees for the Borough and the MBA, these be rolled into one fee to be used by all.

**f. Dining Under the Stars-** The MBA Board continued to express their disapproval of the way the Borough was handling inconsistent and surprise fee increases in regards to last year's Food Festival and this year's Dining Under the Stars. The MBA Board had made several attempts to work on discussing these matters with the Finance Committee, only to get no response. Frank Daly asked Lisa Johnson to insist on finding out who the MBA would need to talk to in order to resolve the issue of being charged for additional unplanned services after the budgets and permits had already been approved for the year.

**g. Comcast Internet and TV Campaign-** Steven Bright from Comcast made a presentation to the board regarding Comcast's Internet and TV Campaign package that would highlight Media and its businesses in an attractive and affordable commercial and internet package. The presentation was received well by the board with one board member signing up on the spot and other members very interested. Bryan Messick made a motion for the board to support the Comcast Ad Campaign if a total of 20 business could be signed up to participate, Frank Daly seconded the motion and the motion passed.

## 6. Borough Liaison Report (Lisa Johnson)

**a. Borough Liaison Report-** Lisa Johnson reported regarding borough matters throughout the meeting. Lisa Johnson was asked by Zubair Khan to increase her representation to the Council on behalf of the MBA as the liaison. Lisa Johnson answered that she had spoken with Bryan Messick and that she was asking that the MBA reach a consensus on certain issues, communicate the MBA's consensus to her, and she would then present that information to Borough Council.

## 7. Committee Reports (Zubair Khan)

### a. Events Committees-

**Dining Under the Stars-** Discussed throughout the meeting; see above.

**b. Promotions Committee-** Discussed throughout the meeting; see above.

**c. Business Preservation** Report distributed; not discussed at this meeting.

**d. Executive Director's Report-** Discussed throughout the meeting; see above.

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

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

**Meeting Adjourned at 8:30PM**

**Respectfully Submitted,**

**Jack Cunicelli**

**MBA Secretary**