

Media Business Authority Board of Directors Meeting Minutes

Tuesday July 14, 2015

In Attendance: Bryan Messick, Dan Lievens, Debbie Pitt, Jack Cunicelli, Peter Bendistis, Courtney Roszas, Charlene Mulholland, Frank Daly, Lisa Johnson, Zubair Khan, Gillian Crawley

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

Guests: Kelly Shaw, Vicki Otomani (Fight the Kracken), Lisa Schweitzer (Fight the Kracken), Diane Melanickie (Fight the Kracken), Tom Bird (Money Mailer), Steven Bright (Comcast)

Meeting called to order at 6:05pm.

1. Public Comments: (Zubair Khan)

- a. Vicki Otomani (Fight the Kracken)-** Vicki Otomani (Fight the Kracken) asked for the board's permission to collect funds for her cause of Ocean Preservation. She will be rowing the Pacific from California to Hawaii to raise awareness for the plight of the Oceans against pollution. She requested the opportunity to ask each block on State St. for \$20.00 to clean the street of refuse on August 12th and September 9th. The actual clean-up to take place on September 12th. Zubair Khan notified them that request for a Baltimore Pike banner would have to be incurred by them and that permission would have to be approved by the Borough. Dan Lievens made a motion to initially approve by the MBA board, Frank Daly seconded the motion and the motion passed.
- b. Steven Bright (Comcast)-** Steven Bright, Comcast Account Executive, updated the board member on the Comcast Campaign. See below under Old Business.
- c. Tom Bird (Money Mailer)-** Tom Bird introduced himself from Money Mailer and announced that they were looking for Media businesses to advertise in their coupon book.

2. Approval of Minutes (Jack Cunicelli)

- a. June Minutes-** Dan Lievens made a motion to approve the June minutes, Peter Bendistis seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

- a. 2nd Quarter Treasurer's Report-** Frank Daly made a motion to approve the Q2 Treasurer's Report, Dan Lievens seconded the motion and the motion passed. It was announced that the Blues Stroll would be making a record profit this year once the PayPal ticket funds of \$7500 are transferred into the balance of the account.
- b. Authorize to Pay Bills-** Debbie Pitt made a motion to ask for authorization to pay the 2015 April, May, and June bills in the total amount of \$81,158.30, Dan Lievens seconded the motion and the motion passed.

4. Old Business (Bryan Messick)-

- a. Comcast TV Advertising Update-** Steven Bright, Comcast Account Executive, announced that 22 businesses are committed to this project; including 18 Retail Stores. Tore Fiore, of BCVB, generously promised \$4,500.00 in matching funds in partnership with the MBA for this campaign.
- b. New Media Merchandise-** An update on the media merchandise was included in the Event Coordinator report distributed at this meeting.

5. New Business (Bryan Messick)

- a. InsideOut Philadelphia Museum of Art Program-Update-** The InsideOut will be de-installed in August. It was an honor to have Media chosen as the first town for installation in their inaugural program.
- b. Media Trademark Registration-** The Media Trademark paperwork and fee has been submitted for renewal.

6. Borough Liaison Report (Lisa Johnson)

- a. Borough Liaison Report-** Lisa Johnson had nothing to report at this time.

7. Committee Reports (Zubair Khan)

a. Events Committees-

Dining Under the Stars- Dining Under the Stars is continuing to have another successful season.

Bastille Day- It was agreed that, although successful, the Bastille Day event could have been more organized this year. Loic Barnieu, who first began the event, was preoccupied with the opening of his new business and his attention was divided. There was also a lack of sponsorship for advertising this year.

Car Show- The Car Show, although not a money-making event, always draws a big crowd and creates a wonderful sense of goodwill each year. Peter Bendistis was thanked for all of his hard work and contributions to this event.

- b. Promotions Committee-** Report distributed; not discussed at this meeting.
- 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 7:45pm.

**Respectfully Submitted,
Jack Cunicelli
MBA Secretary**