

# Media Business Authority Board of Directors Meeting Minutes

*Tuesday June 9, 2015*

**In Attendance:** Bryan Messick, Dan Lievens, Jack Cunicelli, Peter Bendistis, Charlene Mulholland, Lisa Johnson, Zubair Khan, Deborah Shipley, Gillian Crawley

**Absent:** Debbie Pitt, Christopher Dougherty, Tom Hibberd, Warren Kuo, Courtney Roszas, Frank Daly

**Guests:** Steven Bright (Comcast), Stephen McDade (Foundation Wealth Management), Addie Ciannelli (Media Farmers Market & EAC)

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

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

- a. Steve McDade (Foundation Wealth Management)-** Steve McDade introduced himself as a local financial planner interested in learning more about the Media Business Authority.
- b. Steven Bright (Comcast)-** Steven Bright, Comcast Account Executive, reintroduced himself to the board and gave an update on Comcast's Internet and TV Campaign. See under Old Business for more information.
- c. Addie Ciannelli (Media Farmers Market & EAC)-** Addie Ciannelli gave an update on the Media Farmers Market and announced that the Market continued to be interested in promoting local businesses each week. She also mentioned that the market was at full vendor capacity this year.

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

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

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

- a. Quarterly Report-** Bryan Messick announced that Debbie Pitt will be presenting the Q2 Treasurer's Report at next month's meeting.
- b. Authorize to Pay Bills-** It was announced that the Authorization to Pay Bills will be voted on at next month's meeting.

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

- a. Comcast TV Advertising Update-** Steven Bright presented an update to the board on the Comcast Advertising Campaign. He wanted to let the board know that the businesses had been great with their time and very receptive to the advertising proposal. He informed the board that he already had many businesses signed up with more expected to join in by the end of the week. Steven Bright also added that the commercial filming was scheduled to begin as soon as possible and that they were targeting an on-air date of mid-July. Zubair Khan noted that the MBA may also be taking a spot in the advertising rotation.
- b. New Media Merchandise-** Gillian Crawley and Zubair Khan announced that record sales had been taking place for Media merchandise. Gillian Crawley presented the board with some of the newest items in Media merchandise. Jack Cunicelli suggested that a table be set up at the Media Farmers Market to sell merchandise and also that some Fair Trade products be explored as purchasing options. Online options were also discussed and an advisory committee was formed comprising of several board members willing to give their time to meet in order to discuss various ideas for making this profitable for the MBA in the future. Gillian Crawley requested that the board give her a budget in order to increase stock and ultimately sales of the MBA merchandise. Dan Lievens made a motion to allot \$2000 of the MBA budget towards merchandise purchasing, Peter Bendistis seconded the motion and the motion passed.

## 5. New Business (Bryan Messick)

**a. Inside/Outside Philadelphia Museum of Art Program-Update-** Bryan Messick announced that the InsideOut Program had its kickoff on May 16th and that MAC was currently offering walking tours. Zubair Khan added that this program was a very prestigious honor for Media to have been chosen as one of the first towns for Inside Out and that there had been publicity for it throughout the US. Gillian Crawley announced that there would be children's tours starting soon with Allison DeSalvo and additional tours with the Mad Poets Society, as well as a Senior Tour.

**b. Media Trademark Registration-** Bryan Messick announced that the Media Trademark Registration will be renewed under the MBA's name since it was originally registered with the MBA. The fee for renewal will be \$1000.

## 6. Borough Liaison Report (Lisa Johnson)

**a. Borough Liaison Report-** Lisa Johnson was asked about the mass gathering permit turned down by the Borough for the September date of the CAC Art Show. Jack Cunicelli mentioned that this was a big day for bringing affluent customers to the area. Charlene Mulholland added that this event was not good for her block because the streets were only closed through Jackson Street. Zubair Khan stepped in to explain to the board that there had been an offer by the Borough to approve the permit with a date change due the Pope's visit on that weekend with many people projected to park in Media to take the train into the city that day. The CAC was not able to change the date and proceeded to move the event to Swarthmore. Zubair Khan asked the board if it was okay to keep this event on the MBA calendar as a courtesy to the CAC even though the event would be taking place in Swarthmore this year. The board agreed this was a good idea. A request was made to Lisa Johnson to have a letter written from the Borough to the CAC as there was a lot of misunderstanding surrounding the mass gathering permit turn down.

Lisa Johnson announced that the Comp Plan would be approved soon and reminded the board that she had requested MBA input and assistance in executing the plan ideas. Zubair Khan replied that Bryan Messick, Frank Daly, Dan Lievens and himself all had interest and that the MBA would definitely be joining in these efforts. He also added that the MBA and Borough may have to put in money to hire a professional to facilitate this process.

## 7. Committee Reports (Zubair Khan)

### a. Events Committees-

**Dining Under the Stars-** Bryan Messick announced to the board that Media had been getting a great amount of live news coverage on the local television stations already for this season of Dining Under the Stars.

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

**c. Business Preservation-** Gillian Crawley gave a brief background on the current status of the revitalized Business Preservation Committee. She explained that the committee was growing and having success in various business promotions and outreach efforts. She informed the board about the recent efforts in partnering with Town Talk to highlight a different Media business each month in a new Hometown Corner section of the paper.

**d. Executive Director's Report-** Zubair Khan announced that there would be a children's clothing store going in where Cedar Chest was originally located. He also mentioned some other possibilities coming to Media; including a health store and a Mexican family restaurant. He announced that Sterling Pig would be opening at the end of the month.

**e Technology Report-** Zubair Khan announced that the technology statistics were speaking for themselves across all social media outlets. He added that the Instagram had grown exponentially through the efforts of Anna Marcellus.

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

**Meeting Adjourned at 7:46pm**

**Respectfully Submitted,**

**Jack Cunicelli**

**MBA Secretary**