

Media Business Authority
Board of Directors Meeting Minutes
Tuesday September 8, 2015

In Attendance: Bryan Messick, Dan Lievens, Peter Bendistis, Courtney Roszas, Charlene Mulholland, Frank Daly, Lisa Johnson, Zubair Khan, Deborah Shipley

Absent: Tom Hibberd, Debbie Pitt, Jack Cunicelli, Christopher Dougherty, Warren Kuo

Guests: Bob McMahon (Mayor), Anne Di Mascio (Painting With a Twist)

Meeting called to order at 6:02pm.

1. Public Comments: (Zubair Khan)

a. Bob McMahon (Mayor)- Bob McMahon attended the MBA meeting to discuss the upcoming Papal visit. See below under New Business for more details.

b. Anne DiMascio (Painting With a Twist)- Anne DiMasco introduced herself as co-owner of the new Painting With a Twist in Media. She announced and handed out invites to their upcoming Grand Opening on Thursday, September 17th.

2. Approval of Minutes (Jack Cunicelli)

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

3. Treasurer's Report (Debbie Pitt)-

a. Bills to Be Paid- Debbie Pitt was absent from the meeting. The Treasurer's Report and Bills to be Paid will be discussed at the next meeting.

4. Old Business (Bryan Messick)-

a. Comcast TV Advertising Update- Bryan Messick announced that the Comcast Ad for Media started airing on Monday, September 7th. The commercial will air through February with 18 retailers and 10 restaurants participating. He added that the MBA was appreciative of the support from Brandywine Convention and Visitors Bureau in the amount of \$4500 with an MBA matching fund that would allow the businesses that participated to get a rebate with the remainder of funds to be put aside to benefit the next campaign's participating businesses. He also mentioned that the individual ad spots would be owned by the businesses for their own personal use in the future. Bryan Messick also noted that a survey would be sent out at the close of the campaign to the participating businesses to see if they felt it was beneficial to their business. Comcast Analytics of the ad would also be shared with the MBA and businesses.

b. New Media Merchandise- Dan Lievens announced that a Shopify trial would begin soon for the Media Merchandise online sales. He also asked if the committee had permission to choose the product pricing and everyone agreed that this would be beneficial due to the committee members' extensive knowledge of profitable pricing structures.

c. Media Trademark Update- Zubair Khan announced that the trademark was still in progress and that it takes time to for the trademark renewal process.

5. New Business (Bryan Messick)

a. Pope Visit to Philadelphia- Bob McMahon announced to the MBA Board the various challenges and opportunities that Media would have during the weekend of the Papal visit. He updated everyone on the numbers of travelers being provided by Septa based on ticket sales. Bob McMahon informed the board that the Granite Run Mall bus parking and bus transportation option would not be available due to lack of funding. He also let the board know that everyone was working together to find alternative parking for visitors on that weekend by getting permission to utilize private and public

lots throughout the borough. Much discussion took place regarding this issue and it was agreed that although this could be a very challenging weekend, it was also an opportunity to be welcoming and accommodating to the visitors as much as possible to highlight Media as the great town that it is. . It was also discussed to make sure that an official statement was made by the borough to prepare the businesses and residents for what to expect during that weekend.

b. Committee Appointments- Bryan Messick announced that Christopher Dougherty volunteered to assist with Dining Under the Stars next year and act as a liaison between the MBA and Borough Council for this event. He also announced that Ted Volikas of Pinocchio's would be assisting the Food Festival Committee and taking over for Warren Kuo who had served for many years for this event. Frank Daly offered to join the Finance Committee during the meeting. A motion was made by Bryan Messick to set aside funds of \$500 for volunteer recognition, Dan Lievens seconded the motion and the motion passed.

6. Borough Liaison Report (Lisa Johnson)

a. Comprehensive Plan- Lisa Johnson updated the board regarding the Comprehensive Plan. She mentioned that the borough was continuing to discuss plans to possibly hire someone to help implement the plan ideas and that it had not yet been approved. It was discussed that the MBA would like to partner with the borough in this process.

b. Questions to the MBA – Lisa Johnson asked the MBA about the upcoming Sidewalk Sale. Charlene Mulholland answered that the response from the retailers had been minimal for those that wanted to participate. She added that not many retailers wanted to pay a fee for advertising. Bryan Messick explained that it was tough to get commitments from retailers and that charging a fee helped with the advertising and also gave some added incentive for retailers to come out on those days if they had already committed financially. It was mentioned that the MBA would need more participating retailers for this event in order to justify advertising for it.

Lisa Johnson also asked about the upcoming holiday plans. Bryan Messick answered that the Christmas Committee would be meeting in late September/early October. Lisa Johnson also asked about the Christmas Parade and Bryan Messick answered that the Parade Committee had made it clear that they wanted to remain a separate entity and not be advertised as part of the Holiday Weekend in late November.

7. Committee Reports (Zubair Khan)

a. Events Committees-

Dining Under the Stars- Not discussed at this meeting.

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-Report distributed; Zubair Khan discussed some of the current moves, closures and new businesses coming to Media. Bryn Mawr Running- moving to Front Street Fountain; New restaurant moving into Planet Hoagie space- Hidalgo; New restaurant moving into old 320 Market space-Bacco & Taco; Village Arts Shop- closed; Reconsidered Home- moving into Village Art Shop space; Simon Says- new children's clothes and toy store in old Cedar Chest location.; New Vape store in old Sinfully Delicious location. Courtney Roszas brought up concerns regarding competition and what businesses are being allowed to rent in Media, She cited her experience with other municipalities in regulating the number and types of businesses that are allowed in a town at one time. Lisa Johnson answered that there was no approval process and that it was up to the individual real estate companies to make decisions on who to allow as a tenant. Frank Daly commented that he would reach out to the solicitors in some of the other townships to find out more information regarding their process. A discussion was revisited from previous meetings for members of the MBA to take a more proactive approach in recruiting businesses to Media,

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

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

Meeting Adjourned at 7:49pm.

Respectfully Submitted,

Jack Cunicelli

MBA Secretary