

Media Business Authority
Board of Directors Meeting Minutes
Tuesday October 13, 2015

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

Absent: Tom Hibberd, Warren Kuo, Lisa Johnson

Guests: Scott Shaffner (Utility Advocate)

Meeting called to order at 6:12pm.

1. Public Comments: (Zubair Khan)

a. Scott Shaffner (Utility Advocate)- Scott Shaffner reintroduced himself as a local utility advocate. He explained that he helps local companies find the most cost effective solutions to reduce their energy bills.

2. Approval of Minutes (Jack Cunicelli)

a. September Minutes- Dan Lievens made a motion to approve the September minutes, Debbie Pitt seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. Bills to Be Paid- Debbie Pitt made a motion to ask for authorization to pay the bills for July, August, and September in the amount of \$67,891.43, Christopher Dougherty made a motion to approve payment of the bills in that amount, Frank Daly seconded the motion and the motion passed.

b. 2016 MBA Preliminary Budget- Debbie Pitt informed the board that the budget was always a moving target and as much as the budget was followed; things come up throughout the year. She reminded the board that the Finance Committee Meeting was taking place and that requests were being made for increased funding by the borough with specific examples included of ways the MBA contributed to the overall success of Media's economy and well-being.

c. Third Quarter Financial Report- Debbie Pitt announced that the Media Business Authority was on track for reporting a great year. At 9 months she noted that the MBA was at an approximate \$38,000 profit with gross revenue being up for the year. She added that the event expenses were also higher and that the more expensive part of the year was coming up with less income projected to come in due to the money-making events having already taken place earlier in the year. Debbie Pitt also mentioned that there were increased sponsorships thanks to the efforts of Zubair Khan and his team and that the event income had also increased with some events showing a record income for the year. Debbie Pitt requested a motion to approve the Q3 Financial Statement. Dan Lievens made a motion to approve the Q3 Financial Statement, Peter Bendistis seconded it and the motion passed.

4. Old Business (Bryan Messick)-

a. Comcast TV Advertising Update- Bryan Messick announced that the Comcast commercials would now be airing on both Comcast and FIOS per the advertising agreement. He added that the MBA had been receiving good feedback on these commercials that featured local business that had bought into the ad co-op program.

b. New Media Merchandise- Dan Lievens announced that the online store was ready to launch once the merchandise inventory count was completed. Zubair Khan commented that he was waiting until after Food Festival to count the inventory. Dan Lievens also added that the committee took a look at the current pricing structure and decided that it all looked to be appropriate with some possible increases to the shipping costs of products.

c. Media Trademark Update- Zubair Khan announced that the Media Trademark renewal was still in progress, but that no one would be able to duplicate the trademark as long as it was in the renewal process.

d. Media Banner Replacements- Zubair Khan informed the board that the new banners had been ordered and would be

hung in the next few weeks with some of the past banner problems being corrected in the current order. He also added that the borough had agreed to offset half of the costs of the banner replacements. The new way-finding sign project was also mentioned and Zubair Khan noted that he appreciated being involved in the process of deciding how the signs could best serve the visitors to Media in finding businesses and other points of interest around town.

5. **New Business (Bryan Messick)**

a. Pope Visit to Philadelphia- Bryan Messick announced that the Pope visit ended up being a non-event for our business district. He informed the board that the efforts of the mayor and the Media police had the town well-prepared for the large numbers of people that were projected to be taking public transportation into the city that weekend to see the Pope, but that the numbers never materialized. It was a consensus that this did hurt local businesses, but that it was an anomaly that Media would not have to prepare for again. The subject of the Community Arts Center Fine Arts Show (moved to Swarthmore this year due to the conflict of the Pope's visit) was raised with mixed reviews on if it was beneficial to have the show return to Media in the future.

b. New Board Member Application- Dan Lievens announced that Chris Swartz from Keystone Funding was interested in becoming a future board member and had submitted his letter of intent. Dan Lievens made a motion to recommend Chris Swartz to be considered for approval by the borough as a new MBA board member, Courtney Rozsas seconded the motion and the motion passed. Bryan Messick added that the MBA could accept up to fifteen board members.

c. MBA Board Executive Slate Nominations for 2016- Bryan Messick announced that the MBA Board Executive Slate Nomination for 2016 would be voted on in November. The board agreed that the current slate was a good one to be voted on again for the upcoming year.

6. **Borough Liaison Report (Lisa Johnson)**

a. Borough Update- Lisa Johnson was absent from the meeting.

7. **Committee Reports (Zubair Khan)**

a. Events Committees-

Media Restaurant Weeks- Courtney Rozsas mentioned that she was hoping for more promotions to take place surrounding the upcoming Media Restaurant Weeks. Zubair Khan replied that there would be a banner on the garage and a full-page ad in the Daily Times. Deborah Shipley also added that she would be promoting this event on Media's Facebook. Courtney also suggested that in April, the restaurants be allowed to come in at two different price points to accommodate some of the higher-end restaurants' expenses for local and organic foods.

Santa's Arrival & Festival of Lights- Bryan Messick announced that the MBA would still be hosting the Santa's Arrival & Festival of Lights this year and that each year it would be re-evaluated as to whether or not to have the 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-Report distributed; Zubair Khan announced that the Towne House would be closing at the end of October, but would still be honoring their banquets until the end of the year. He added that Eli Kahn was the name of the developer who purchased the property, but that he did not know the future plans for this spot. Zubair Khan also announced that the Plumstead Inn property was pending new lease for rental that would be turned into Brick and Brew after 90 days of renovations and a transfer of the liquor license. Zubair Khan also circled back to the topic of Business Recruitment and the MBA's future role in attracting and finding new businesses that would fit into the current vision for Media.

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

f. Retail- Not discussed at this meeting.

Meeting Adjourned at 7:37pm.

Respectfully Submitted,

Jack Cunicelli

MBA Secretary

