

Media Business Authority
Board of Directors Meeting Minutes
Tuesday November 10, 2015

In Attendance: Bryan Messick, Dan Lievens, Jack Cunicelli, Christopher Dougherty, Peter Bendistis, Frank Daly, Zubair Khan, Deborah Shipley, Lisa Johnson

Absent: Debbie Pitt ,Tom Hibberd, Warren Kuo, Courtney Rozsas, Charlene Mulholland

Guests: NONE

Meeting called to order at 6:13pm.

1. Public Comments: (Zubair Khan)

a. NONE

2. Approval of Minutes (Jack Cunicelli)

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

3. Treasurer's Report (Debbie Pitt)-

a. **Treasurer's Report-** The Treasurer's Report will be presented at next month's meeting.

4. Old Business (Bryan Messick)-

a. **Comcast TV Advertising Update-** Bryan Messick and Zubair Khan discussed the Comcast advertising campaign and the various challenges that had arisen since the beginning of the campaign. Zubair Khan mentioned the invoicing and collection difficulties that he had been having with various businesses. Bryan Messick added that for any future campaigns, the MBA would have to require a credit card or payment up front rather than in installments. It was brought up that some businesses had been unhappy because they had not seen their ad. Bryan Messick informed the board that the Comcast representative was handling all complaints and concerns. Jack Cunicelli suggested that better airing slots at lower prices be looked into for any future campaigns.

b. **New Media Merchandise** The new media merchandise website was discussed. Dan Lievens requested to have the inventory resent to him. He announced that once the inventory was added to the website, it would be ready to go live.

c. **Media Trademark Update-** Zubair Khan announced that the Media Trademark process was still in progress. Christopher Dougherty asked Zubair Khan if he could also look into trademarking the Dining Under the Stars' name. Zubair Khan answered that he would look into it and also informed the board that he receives phone calls every day with requests for advice for implementation of something similar in other towns.

d. **Media Banner Update-** Zubair Khan announced that the Media Banner replacements had been received and that they would be hung along State Street over the next few weeks. He added that a problem with the banners sagging had been corrected with this new order. Zubair Khan informed the board that the borough had agreed to pay ½ of the replacement costs of the banners.

e. **Election of Officers-** Bryan Messick announced the election of officers with the following officers up for re-election: Bryan Messick- President; Dan Lievens- Vice-President; Debbie Pitt- Treasurer; Jack Cunicelli- Secretary. Frank Daly motioned that the officer slate be re-elected for 2016, Peter Bendistis seconded the motion and the motion passed unanimously.

5. New Business (Bryan Messick)

- a. **Holiday Mixer at Franklin Mint-** Bryan Messick announced the MBA Holiday Mixer was on for Thursday, December 10th at Franklin Mint Federal Credit Union from 5:30-8pm. (since the meeting the date has been changed to Thursday, December 17th to accommodate other holiday parties within the business district)
- b. **New Event 12/13/15-** Zubair Khan announced that an exciting event would be coming to Media on December 13. He informed the board that the Budweiser Clydesdales would be in Media on that day with more information to follow leading up to the event.
- c. **Meeting Dates for 2016-** Zubair Khan handed out the list of MBA Board meeting dates for 2016. The June meeting date of Tuesday was moved to Monday due to Tuesday being Flag Day. Peter Bendistis made a motion to approve the date of Monday, June 13th as June's meeting date, Dan Lievens seconded the motion and the motion passed.
- d. **Lights on State Street-** Frank Daly brought up the topic of lights on State Street. A discussion ensued regarding LED lights and potential replacement costs for lighting that used to exist at the base of the trees lining State Street. He asked that the board consider getting this item put into the budget for next year with assistance from the borough. Zubair Khan asked Frank Daly if he would take a walk with George Higgins and himself to get a better scope of the project and costs before they would present it to the Finance Committee.

6. Borough Liaison Report (Lisa Johnson)

- a. **Borough Update-** Lisa Johnson mentioned that a preliminary budget had been passed by the borough for 2016, but that it had not been finalized as of the date of this meeting.

7. Committee Reports (Zubair Khan)

a. Events Committees-

Santa's Arrival & Festival of Lights- Zubair Khan mentioned that all mass gathering permits had been approved for Santa's Arrival & Festival of Lights.

- 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; discussed throughout the meeting.
- e. **Technology Report-** Report distributed; not discussed at this meeting.
- f. **Retail-** Not discussed at this meeting.

Meeting Adjourned at 7:56pm.

Respectfully Submitted,

Jack Cunicelli

MBA Secretary