

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

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

Absent: Tom Hibberd, Warren Kuo, Deborah Shipley

Guests: David Sibley (The Media Message)

Meeting called to order at 6:12pm.

1. Public Comments: (Zubair Khan)

a. David Sibley – David Sibley was commissioned to take video at the upcoming Clydesdale event on Sunday, December 13th for the Media Business Authority. The MBA voted to approve the Clydesdale video for \$500 and a drone video by a friend of Dan Lievens for \$200.

2. Approval of Minutes (Jack Cunicelli)

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

3. Treasurer's Report (Debbie Pitt)-

a. Bills to Be Paid- Debbie Pitt announced that all financials will be reported next month for Final 4th Quarter.

4. Old Business (Bryan Messick)-

a. Comcast TV Advertising Update- Bryan Messick announced that the Comcast commercials are airing on both Comcast and FIOS per the advertising agreement. He added that the MBA had been receiving mixed feedback on these commercials that featured local business that had bought into the ad co-op program. It was announced that a survey of the participating businesses will be conducted and will be sent to all in the end of January 2016 for feedback. The Towne House Restaurant's commercial space in January will be taken over by "Painting with Twist."

b. New Media Merchandise- Dan Lievens announced that the online store had been launched. He also added that the shipping charge of \$4.50 per order has been posted. It was brought up that there were some difficulties finding the website to order merchandise. Dan Lievens is going to ask Kevin Schramm to put it on the Visit Media home page as a link to merchandise sales.

c. Media Trademark Update- Zubair Khan announced that the Media Trademark renewal has been completed..

d. Media Banner Replacements- Zubair Khan informed the board that the new banners had been received and would be hung in the next few weeks with some of the past banner problems corrected in the current order. He also added that the borough had agreed and paid \$4500 as 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. Ratification of New Board Member- Bryan Messick asked the Board to ratify Chris Swartz to the Media Business Authority Board, since the Media Borough Council had approved his name. Dan Lievens made a motion to ratify Chris Swartz and Chris Dougherty seconded the motion, and the motion passed.

b. Highway Banners- The Highway Banner posts will need repairs on Baltimore Ave. and complete replacement on 252. Total costs for both projects will run \$4,000.-\$5000. Zubair recommended to our Borough Liaison Lisa Johnson, that the

Council should look into charging organizations for Banner hanging, and keep that income for when repairs were needed.

- c. **Dining Under the Stars Fees-** Dan Lievens brought up the fact that the Restaurant Committee should consider raising the fees for next year's Dining Under the Stars event. Jack Cunicelli and Courtney Rozsas did not agree, but said it would be discussed at the January Dining Under the Stars' meeting

6. Borough Liaison Report (Lisa Johnson)

- a. **Borough Update-** Lisa Johnson reported that the Media Council showed confusion over Santa's Arrival and the Santa Parade. After some discussion, it was decided that a committee should be formed to resolve and work together with the Santa Parade group and the MBA.

7. Committee Reports (Zubair Khan)

a. Events Committees-

Media Restaurant Weeks- The event was well attended

Santa's Arrival & Festival of Lights- There was some discussion surrounding the confusion and complaints regarding the two Santa events in Media. It will be discussed at a later date.

- 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 Media 5 Mile Race had donated \$1000 to the MBA. It was also announced that Higgins Electric donated a portion of their services valued at \$780 for Santa's Arrival. The Main Line Today insert is now available and they donated \$2000 worth of ads to the MBA for 2015.

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

- f. **Retail-** Not discussed at this meeting.

Meeting Adjourned at 8:17pm.

Respectfully Submitted,

Jack Cunicelli

MBA Secretary