

Media Business Authority
Board of Directors Meeting Minutes
Tuesday January 12, 2016

In Attendance: Bryan Messick, Dan Lievens, Debbie Pitt Jack Cunicelli, Christopher Dougherty, Charlene Mulholland, Frank Daly, Chris Swartz, Zubair Khan, Deborah Shipley, Gillian Crawley

Absent: Tom Hibberd, Warren Kuo, Peter Bendistis, Courtney Rozsas , Lisa Johnson

Guests: Bob McMahon (Mayor of Media), Steven Bright (Comcast), Gabriella Basile (Neumann University)

Meeting called to order at 6:02pm.

Zubair Khan opened the meeting asking for a moment of silence for two members of Media's business community. Hal Taussig passed away on Monday, January 11th. He was an accomplished businessman and was very active in bringing the Fair Trade movement to Media. Jami Dawn Vincent was the manager at Lotus Farm to Table and she died suddenly on December 20, 2015. They will both be missed by many.

1. Public Comments: (Zubair Khan)

a. Bob McMahon (Mayor of Media)- Bob McMahon announced that he was attending the meeting to discuss security and the way that Media Borough, in conjunction with the Media Police, would be handling events in 2016. He announced that they were looking at having 2 officers for every event. He also added that the security cameras had already helped them solve some situations in the past year. Frank Daly asked if any progress had been made on adding cameras to the patrol cars and wearable cameras for the police officers. Bob McMahon answered that he would follow up on this item, but that he knew the police department was also in favor of these additional security measures.

b. Steven Bright (Comcast)- Steven Bright announced that he wanted to give the board an update on what had been going on with the Comcast campaign. Steven Bright wanted to let the board know that this campaign in Media was being noticed by others and that he was getting phone calls about how a campaign co-op could be implemented in other towns. He gave the board some concrete examples of how Media's click-through rate and rate of completion (for watching the full ad online) were both well above average. Various questions were asked and discussed about ways to improve the campaign if it were to extend beyond the March end date. Zubair Khan expressed that Comcast would need to collect a credit card up front and set up payments so that the MBA could stay out of the accounting and collection process for the businesses participating in the campaign. Zubair Khan also announced that Painting With a Twist took over the Towne House advertising spot.

c. Gabriella Basile (Neumann University)- Gabriella Basile introduced herself as a recent graduate of Neumann University in Advertising and Marketing. She informed the board that she was attending the meeting as an observer to learn more and network.

2. Approval of Minutes (Jack Cunicelli)

a. December Minutes- Frank Daly made a motion to approve the December minutes, Dan Lievens 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 October, November, and December in the amount of \$95,953.27, Frank Daly made a motion to approve payment of the bills in that amount, Christopher Dougherty seconded the motion and the motion passed.

b. 4th Quarter Financial Report 2015- Debbie Pitt announced that there was still some inventory to be taken care of from 2015, but that she believed the MBA would break even for last year.

c. 2016 Budget- Debbie Pitt announced that she will send out the 2016 Budget to be approved by the board for next month's meeting. Zubair Khan announced that an additional \$10,000 was received from the Borough for funding of capital improvement projects for 2016.

4. Old Business (Bryan Messick)-

a. Comcast TV Advertising Update- See above under Public Comments.

b. New Media Merchandise- Dan Lievens mentioned that there had not been a lot of sales coming through with the new media merchandise online site. It was discussed to utilize Facebook Ads for a spring campaign to boost the merchandise sales.

c. Media Banner Update- Zubair Khan announced that the banners were currently being installed on State Street and that the Borough had chipped in to assist with the project costs. Zubair Khan also added that the Providence Road banner poles and Baltimore Pike banner poles would need replacing and that this agenda item was not getting anywhere at the moment due to logistics of who would pay for the pole and labor replacement,

5. New Business (Bryan Messick)

a. Committee Assignments 2016- Bryan Messick announced the preliminary list for Committee Assignments for 2016. He asked that board members let him know what committee they would like to serve on and it would be finalized next month.

b. Clydesdale Parade 12/13/15 @ 2pm- Bryan Messick announced that the Clydesdale Parade was a huge success for Media with record crowds in attendance. Zubair Khan informed the board that the businesses had been reporting great sales for this day and that Gretz was interested in meeting again for possibilities of repeating the event in 2016. Frank Daly asked if there had been any solution over the issue with the video. Bryan Messick answered that Dave Sibley had offered to give the video to the MBA for free due to the error over the early release, but that they were going to pay him as he had offered a big discount. Dan Lievens requested that the proper credits be inserted into the video. Bryan Messick also added that the early release of the video was a learning moment for the MBA and that going forward there would be stricter policies in place for photographer and videographer sharing protocol.

c. Recruitment Package Overview- Bryan Messick announced that a Business Recruitment Team was being put together and beginning to meet regarding more proactive business recruitment efforts. Zubair Khan added that they would be calling on property owners for specs of vacancies and actively partnering to recruit desirable businesses to Media.

6. Borough Liaison Report (Lisa Johnson)

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

7. Committee Reports (Zubair Khan)

a. Events Committees-

Dining Under the Stars- Zubair Khan announced that there would be a meeting on Thursday at Ariano where all restaurants could turn in their liquor license applications and fees to be submitted together for Dining Under the Stars. Bryan Messick also asked Bob McMahon that if there was a request for a safety coordinator by the borough this year for Dining Under the Stars that it be someone who would work together with the Media Police and the Media Business Authority. Zubair Khan also informed the board that the fees for Dining Under the Stars would be going up this year based on seating. He also added that there would be new restaurants opening up in 2016 and that they would be asked to join Dining Under the Stars.

b. Promotions Committee- Report distributed; not discussed at this meeting.

c. Business Preservation Report distributed; Gillian Crawley informed the board that it was decided to use resources to lift retailers abilities to market and promote themselves more effectively by offering free trainings throughout the year on various topics with guest speakers and presenters. She also mentioned that the committee had discussed various ideas to expand recognition to the existing business community with contests and spotlights in the local papers.

d. Executive Director's Report-Report distributed; discussed throughout meeting.

- e **Technology Report**- Report distributed; discussed throughout the meeting.
- f. **Retail**- Discussed under Business Preservation.

Meeting Adjourned at 8:00pm.
Respectfully Submitted,
Jack Cunicelli
MBA Secretary