

Media Business Authority
Board of Directors Meeting Minutes
Tuesday February 9, 2016

In Attendance: Bryan Messick, Dan Lievens, Jack Cunicelli, Tom Hibberd, Peter Bendistis, Courtney Rozsas, Charlene Mulholland, Frank Daly, Lisa Johnson, Zubair Khan, Deborah Shipley

Absent: Debbie Pitt, Christopher Dougherty, Warren Kuo, Chris Swartz

Guests: NONE

Meeting called to order at 6:08pm

1. Public Comments: (Zubair Khan)

a. NONE

2. Approval of Minutes (Jack Cunicelli)

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

3. Treasurer's Report (Debbie Pitt)-

a. **2016 Budget-** Debbie Pitt was stuck in North Jersey due to the weather. The 2016 Budget will be discussed at the next meeting.

4. Old Business (Bryan Messick)-

a. **Comcast TV Advertising Update-** Bryan Messick let the board know that the Comcast Campaign was continuing to air across various networks; both televised and online. Zubair Khan informed the board that December's campaign was paid in full and that January was almost all paid. He also added that the Towne House's ad space was taken over by Painting with A Twist. He mentioned that Media FC had also gone out of business and still owed for their portion of the campaign, but that the MBA would not be held liable for this since the contract was between Comcast and each business individually. Bryan Messick announced that the MBA would be sending out a survey to participating businesses this month before making any decisions on whether or not to continue this campaign.

b. **New Media Merchandise-** Dan Lievens asked if any progress had been made with ad creation for a spring ad for Media merchandise. Deborah Shipley answered that she would follow up with Becky Michael. Zubair Khan mentioned that the merchandise inventory was completed and that the MBA was well-stocked at the moment.

c. **Media Banner Update-** Bryan Messick informed the board that the 1/3 of the banners on State Street had been replaced with the new banners. Zubair Khan added that the old banners were pretty beat up, but that they would try to wash them and revive them to put up in other areas of the business district. Zubair Khan also informed the board of the progress of the Wayfinding Sign Committee and showed the board some possible designs created by the contractor. The state of the the hanging banners was also discussed with more information pending before this project would move forward. Zubair Khan stated that he believed that the MBA should go in on 1/2 the price of fixing the banner poles as the MBA used these frequently throughout the year to advertise events. He estimated the total cost to about three to four thousand dollars. Lisa Johnson added that this proposal could be brought before council, but that there would need to be a more formal request made. Zubair Khan answered back that the request would need to be made to code enforcement and that once approved the turnaround time would be about two weeks maximum. The subject of taking over ownership of the poles and banner rentals was brought up by Dan Lievens, but there were replies that the borough was better to handle it because it was PennDot property.

d. **Clydesdale Video-** Dan Lievens informed the board that Dave Sibley was very willing to add in the additional credits to the Clydesdale video that was released before approval by the MBA. It was decided that Dan would create the credits

and share them with the board for final approval before sending them to Dave Sibley.

5. New Business (Bryan Messick)

a. Committee Assignments 2016-

b. Mass Gathering Application- Bryan Messick announced that a meeting had been called to discuss the Dining Under the Stars' Mass Gathering Application by a member of Borough Council concerned with the issues of safety, insurance, liability and the number of volunteers on staff by the MBA for this popular and growing event. Jack Cunicelli suggested that certain language with recommendations could be added to the restaurant agreements without making anything a requirement regarding additional insurance as a responsibility of the restaurants. Bryan Messick also touched on the issue of the volunteers, stating that it was tough to get volunteers to come for four or five hours a night every week and also that the volunteers were not qualified to run the safety aspect of the event. Zubair Khan also noted that the safety person designated by the borough in the past year was a detriment to the event rather than as asset as she was not properly trained and with a proper job description. Tom Hibberd brought up the ongoing issue of the MBA and Borough relations and asked Lisa Johnson why the Borough refused to acknowledge how much the MBA helped the town. He asked that Lisa Johnson take back the message that the MBA has done so much to be a good partner with the Borough and he felt that the Borough was not reciprocal enough in the mutual support of the MBA.

c. Towing Cars at Dining Under the Stars- Zubair Khan brought up the issue that came up last year with proper towing and who the fees should be charged to when cars were parked where they shouldn't be during Dining Under the Stars' season. Bryan Messick stated that it was good PR for the MBA to pay the fee rather than the restaurants or the owners of the cars. He added that they were in current negotiations with the local towing company to reduce the fee for cars towed due to this event. There was some disagreement regarding who should pay and Zubair Khan answered that it was just a recommendation for the MBA to pay the fee, but that it would be brought before the restaurants for the restaurants to decide. Zubair Khan also added that the signs on the meters would be bigger and brighter this year.

6. Borough Liaison Report (Lisa Johnson)

a. Borough Update- Updates discussed throughout the meeting.

7. Committee Reports (Zubair Khan)

a. Events Committees-

Dining Under the Stars- See above under Mass Gathering Permit.

b. Promotions Committee- Report distributed; not discussed.

c. Business Preservation Report distributed; not discussed.

d. Executive Director's Report-Report distributed; Zubair Khan announced that: two new Mexican restaurants would be opening up soon on State Street, a cigar bar would be opening in the old location for Salon Belle Gente, Media Pizza would begin serving Middle Eastern food at night, the CVS would be moving across the street from its current location, Brick & Brew was beginning work on the old Plumstead location, the Veteran's plaques were being moved to a location by the Armory, and the Veteran's Square project was scheduled to be finished by this coming spring.

e Technology Report- No report this month.

f. Retail- Discussed throughout meeting.

Meeting Adjourned at 7:35pm.

Respectfully Submitted,

Jack Cunicelli

MBA Secretary