

Media Business Authority
Board of Directors Meeting Minutes
Tuesday March 8, 2016

In Attendance: Bryan Messick, Christopher Dougherty, Courtney Rozsas, Charlene Mulholland, Frank Daly, Lisa Johnson, Zubair Khan, Deborah Shipley

Absent: Debbie Pitt, Dan Lievens, Jack Cunicelli, Tom Hibberd, Peter Bendistis, Warren Kuo, Chris Swartz

Guests: NONE

Meeting called to order at 6:01pm

1. Public Comments: (Zubair Khan)

a. NONE

2. Approval of Minutes (Jack Cunicelli)

a. **February Minutes-** Frank Daly made a motion to approve the February minutes, Christopher Dougherty seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. **2016 Budget-** Treasurer and Budget Reports will be presented at the next meeting.

4. Old Business (Bryan Messick)-

a. **Comcast TV Advertising Update-** Bryan Messick announced that the Comcast Campaign would be ending this month. Zubair Khan informed the board that many people weren't seeing their ads and that he continued to receive complaints about the campaign. From his conversations with business owners he felt there would be about half of them returning if another campaign was run. He added that the MBA would be taking a step back and that Comcast would be working more directly with the businesses regarding billing. Charlene Mulholland informed the board that she reached out to Comcast to run a more targeted campaign for her ad and that she had notable results from the targeted ad. Zubair Khan mentioned that he would work on tweaking the survey to go out to the businesses regarding their current participation in the campaign.

b. **New Media Merchandise-** Charlene Mulholland stated that the MBA should do a Facebook Ad soon for the spring merchandise.

c. **Approval Mass Gathering-** Bryan Messick announced that the Mass Gathering Permit had been approved for Dining Under the Stars and Blues Stroll. He added that Dining Under the Stars passed with a stipulation for two police officers to be present during the event and five volunteers and/or employees to be on staff each event night, but that there would be no need for an extra code enforcement individual as was requested by the Borough last year.

d. **Wayfinding Signage-** Zubair Khan informed the board that the Wayfinding Signage company would be soon presenting their proposals to Borough Council and that they would be proposing to eliminate any signage that doesn't make sense throughout Media. He also added that the proposed parking lot on Orange Street and Baltimore Pike was still in progress.

5. New Business (Bryan Messick)

a. **Committee Assignments 2016-** Bryan Messick informed the board that the committees had been restructured and were recruiting for additional members from the business and residential community.

b. **Mass Gathering Submissions-** Bryan Messick announced that Bastille Day, Car Show and Food Festival permits went in front of the council during workshop and would hopefully be approved at the next council meeting.

c. Sponsorship Package Updates- Bryan Messick thanked Zubair Khan and Deborah Shipley for their work in meeting with and resigning existing sponsors as well as gaining new sponsors for the MBA events this year.

6. Borough Liaison Report (Lisa Johnson)

a. Borough Update- Lisa Johnson informed the board that Christmas Parade Weekend came up in the workshop meeting. She relayed to the board that Borough Council was asking that the Christmas Parade Committee and the MBA Holiday Committee join together to create a cohesive holiday weekend for Media residents and visitors. The MBA agreed that they would like to meet and work through any differences. A meeting will be scheduled in the near future with neutral parties joining in so that the two groups can come to an agreement. Charlene Mulholland added that there were already at least ten people interested in working on the Holiday Decorating Committee.

7. Committee Reports (Zubair Khan)

a. Events Committees-

Media Restaurant Weeks- Zubair Khan announced that it was difficult to organize and advertise for Media Restaurant Weeks due to the various restaurant owners wanting different parameters for their individual restaurants. Sending out a general preference questionnaire was discussed as a possibility for November's Restaurant Weeks. Courtney Rozsas offered to go around to the restaurants to get them to participate in answering the questionnaire.

Dining Under the Stars- Zubair Khan informed the board that there would be bright colored stickers placed on the meters on Tuesdays to allow for extra time for visitors to see the stickers. He added that there was still the unresolved issue of who was responsible for cars being towed on the nights of the event. Zubair Khan also informed the board that Metropolitan Communications, generously donated 5 walkie talkies to be used by the MBA and staff/volunteers for event purposes.

Blues Stroll- Zubair Khan announced that the Blues Stroll would have a highly acclaimed national act performing this year in The Media Theatre-Shemekia Copeland. He mentioned that tickets for the theatre would be \$30 per ticket while the rest of the Blues Stroll would remain at \$20 presale/\$25 day of. He also added that there would be a VIP section to use for sponsors and board members.

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 the eastern end of State Street was now occupied with a new restaurant and a craft vintage store opening over the next few months. He also added that the following businesses were preparing to open over the next few months: Brick n' Brew, Hidalgo, a taco and juice bar, and a cigar bar. He also added that Burlap and Bean might be opening a location in Media and that Media Pizza was redesigning their image and would be serving Middle Eastern food at night. Zubair Khan informed the board that the new Business Recruitment Committee would be meeting soon and that the original meeting had been postponed.

e Technology Report- Zubair Khan mentioned that the MBA would be doing more Facebook Ads this year with so many people on social media. He also informed the board that Morrone Technologies was sending a proposal to upgrade the Visit Media website and that he would keep the board updated.

f. Retail- Zubair Khan announced that the Town Talk's Digital Marketing Summit Taxi did a digital marketing seminar for the community and that they are willing to come and give a free seminar to Media's retail community in the near future.

Meeting Adjourned at 7:30pm.

Respectfully Submitted,

Jack Cunicelli

MBA Secretary