

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

In Attendance: Dan Lievens, Jack Cunicelli, Christopher Dougherty, Warren Kuo, Peter Bendistis, Charlene Mulholland, Chris Swartz, Lisa Johnson, Zubair Khan, Deborah Shipley

Absent: Bryan Messick, Debbie Pitt, Tom Hibberd, Courtney Rozsas, Frank Daly

Guests: Anne Shenberger (CASA Youth Advocates), Ted Volikas (Pinocchio's Restaurant), Kevin O'Kane (BDT Media)

Meeting called to order at 6:06pm

1. Public Comments: (Zubair Khan)

a. Anne Shenberger (CASA Youth Advocates)- Anne Shenberger introduced herself and announced the upcoming Superhero 5K benefiting CASA. She asked the board to spread the word and gave out some pamphlets to the board members.

b. Ted Volikas (Pinocchio's Restaurant)- Ted Volikas introduced himself as the owner of Pinocchio's Restaurant and told the board that he was interested in sitting in to see what was going on at the meetings. He also commented on the Media Farmers Market having outgrown their space on Gayley and State Streets and gave some background on the difficulties that the market was currently presenting to the surrounding business owners. He added that he definitely was in the support of having a farmers market, but that he and others were asking the market to find a larger space for next year.

Zubair Khan informed the board that future meetings would be taking place with Council, the business owners, the Farmers Market and other affected parties. Charlene Mulholland brought up the idea that having the market on a Sunday from 10am-2pm might be a better option and that this was a successful time for a market in a similar-to-Media suburb in Seattle.

c. Kevin O'Kane (BDT Media)- Kevin O'Kane introduced himself from BDT Media and as someone who works with digital start-ups. Zubair Khan mentioned that he brought Kevin O'Kane into the meeting to listen and observe in order to give the MBA a fresh perspective on some ideas for ways to expand the MBA's advertising and marketing for the future.

2. Approval of Minutes (Jack Cunicelli)

a. March Minutes- Christopher Dougherty made a motion to approve the March minutes, Charlene Mulholland seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. 2016 Budget & Q1 Report- & Bills to be Paid: Treasurer, Budget Reports and Bills to be Paid will be presented at the next meeting due to tax season.

4. Old Business (Bryan Messick)-

a. Comcast TV Advertising Update- Zubair Khan announced that the Comcast ads concluded at the end of March with 28 business having participated. He added that a survey was currently circulating for the MBA to get an idea of how the businesses felt about their ad campaign and if they would be interested in doing it again in the future. He also mentioned that Steven Bright had been out talking to the businesses and that he would be giving a final report to the board.

b. New Media Merchandise- Dan Lievens informed the board that Merchandise Committee was ready to get the ball rolling again on creating a pay-per-click ad campaign for spring merchandise sales.

c. Approval Mass Gathering- Zubair Khan announced that the Mass Gathering Permit had been approved for Bastille Day. He also added that the permits for the Car Show and Food Festival had been discussed during Council Workshop

and would be voted on at the upcoming Council Meeting.

d. Wayfinding Signage- Lisa Johnson passed around the newest Wayfinding Signage designs. Charlene Mulholland asked if they could be sent electronically in order for everyone to have a closer look and to have the opportunity to comment before any voting took place.

e. Banner Campaign- Zubair Khan informed the board that the Media Banner Campaign was almost completed with just a few additional banners to hang. Zubair Khan mentioned that he wanted to thank the Borough for their assistance and contribution to this town improvement project.

f. Media Restaurant Weeks- Zubair Khan discussed the Facebook Ad campaign for Media Restaurant Weeks and informed the board that pictures of food and drink seem to be the most effective for Facebook advertising. He also mentioned that the success of the event would continue to depend on how the restaurants would work together to make it a unified event and that people seemed to be looking for more menu information from the restaurants up front on one site in the same way that Philadelphia handled their Restaurant Week. Warren Kuo also added that he felt one week was more effective than two weeks. Zubair Khan added that this would all be worked on at the committee level.

g. Holiday Weekend Update- Charlene Mulholland announced that representatives from the MBA, Council, and Monika Rehoric met to discuss combining their efforts for the weekend of Black Friday. She mentioned that they discussed the possibility of having just one Santa arrival at the end of the parade route on Sunday and changing the Black Friday night to a Friday Festival of Lights that would not require the streets to be closed for the evening. Charlene Mulholland mentioned that the discussions would continue and nothing was formally decided on at this meeting. The MBA felt that it would be important to be able to advertise and publicize all events for that weekend in order to not have confusion surrounding the weekend and to bring Media together in a unified way for the families and visitors to Media. Zubair Khan also added that the Borough Council was under the impression that the Borough pays for the Christmas decoration around town when it is actually the MBA's who pays and decorates the town each year.

5. New Business (Bryan Messick)

a. Media Farmers Market- See discussion above under Guests. Jack Cunicelli offered to be involved in any future meetings regarding the future of the Farmers Market and looking for another location. Zubair Khan added that the MBA would like to see a friendly resolution for all parties involved.

b. Philly Tech Week- Dan Lievens updated the board on Philly Tech Week that would again be coming to Media. He added that HeadRoom would be sponsoring a Story Slam at the Philadelphia Bar Association for community small business awareness. He was proud to announce that Media would now be known as the first suburb to pull Philly Tech Week out of town and into the surrounding communities.

c. Sponsorship Package Updates- Zubair Khan updated the board regarding this year's sponsorship packages. He added that he and Deborah Shipley made a good team in forging positive relationships and outreach to both current and future prospective sponsors and that the first quarter goals had been exceeded.

6. Borough Liaison Report (Lisa Johnson)

a. Borough Update- Lisa Johnson informed the board that the Council would be voting on getting a proposal for a detailed master plan for the future of Media based on all of the individual plans that were currently circulating. Everyone expressed their concerns with the Borough spending money for yet another plan when there already had been considerable time and money spent for the Comprehensive Plan and other similar plans. Zubair Khan expressed his desire to just start working on the plans rather than doing another report and everyone including Lisa Johnson agreed. She mentioned that it would likely be approved to hire another consultant to outline steps to execute these plans. Charlene Mulholland added that she thought this sounded like something for a college student master's thesis under guidance and that they might be able to find someone to do this at no further charges to the Borough.

7. Committee Reports (Zubair Khan)

a. Events Committees- Discussed throughout the meeting.

b. Promotions Committee- Report distributed; not discussed.

c. Business Preservation- Not discussed at this meeting.

d. Executive Director's Report- Report distributed; Zubair Khan announced that there were three openings on the eastern block that had been recently rented and the store front vacancies were beginning to be occupied.

- e **Technology Report**- Discussed throughout the meeting.
- f. **Retail**- Discussed throughout meeting.

Meeting Adjourned at 7:56pm.
Respectfully Submitted,
Jack Cunicelli
MBA Secretary