

Media Business Authority
Board of Directors Meeting Minutes
Tuesday May 10, 2016

In Attendance: Bryan Messick, Debbie Pitt, Jack Cunicelli, Peter Bendistis, Charlene Mulholland, Frank Daly, Zubair Khan, Deborah Shipley

Absent: Dan Lievens, Tom Hibberd, Warren Kuo, Christopher Dougherty, Courtney Rozsas, Chris Swartz, Lisa Johnson

Guests: Kimberly O'Donnell (Jaco Juice & Taco Bar), Kyle Brewer (Jaco Juice & Taco Bar), Albert DelVecovo (Jaco Juice & Taco Bar), Mia Mendoza (Mendoza Group)

Meeting called to order at 6:05pm

1. Public Comments: (Zubair Khan)

a. Kimberly O'Donnell, Kyle Brewer, Albert DelVecovo (Jaco Juice & Taco Bar)- Albert DelVecovo, Kimberly O'Donnell, and Kyle Brewer introduced themselves from the new Jaco Juice & Taco Bar opening up in the next few weeks in the old 320 Market location next to Plum Street Mall. They mentioned that they were happy to be in Media and excited to be opening soon. Albert DelVecovo informed the board that the food was fresh and made-to-order with as many organic and local foods as possible.

b. Mia Mendoza (Mendoza Group)- Mia Mendoza introduced herself from the Mendoza Group and told the board that she was just there to listen.

2. Approval of Minutes (Jack Cunicelli)

a. April Minutes- Debbie Pitt made a motion to approve the April minutes, Charlene Mulholland seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. 2016 Budget- Debbie Pitt announced that the Borough had given the MBA an extra \$10,000 to work with for the year towards capital improvement projects thanks to the efforts of some of the board members in presenting to the Finance Committee showing the Borough all of the ways in which the MBA plays a vital part in the economic growth of the town each year.

b. Q1 Report- Debbie Pitt informed the board that the Q1 Report showed a surplus at the moment which was deceptive due to money coming in early for events and event expenses that hadn't taken place yet which would require more money being spent during the busy part of the year and during the holidays. Debbie Pitt also added that the audit was currently underway for last year's numbers.

c. Bills to be Paid- Debbie Pitt made a motion to ask for authorization to pay the bills for January, February, and March in the amount of \$53,112.72. Frank Daly made a motion to approve payment of the bills in that amount, Charlene Mulholland seconded the motion and the motion passed.

4. Old Business (Bryan Messick)-

a. Comcast TV Advertising Update- Bryan Messick announced that the Comcast Advertising Campaign had ended in March with mixed reviews. He added that the MBA will take less of a role in any future campaigns with the collections aspect being up to Comcast as this was tedious for the MBA. Many board members expressed their opinion that this type of advertising is difficult to measure, but that it can be beneficial over time for name and brand recognition. Zubair Khan added that he would continue to bring in recommendations from experts in the marketing field like Kevin O'Kane who could give the MBA some feedback regarding the best use of MBA advertising money. Bryan Messick also added that he would like to see Media businesses advertising more in the future.

b. New Media Merchandise- Deborah Shipley updated the board on the upcoming Facebook ad for spring merchandise . Bryan Messick made a motion to approve an initial \$200 in spending on this spring ad, Debbie Pitt seconded the motion and the motion passed. Zubair Khan added that the booth for Media Merchandise at Super Sunday did well and that he had plans to set up the booth every Wednesday for Dining Under the Stars and for the upcoming Brandywine Craft Brewfest.

c. Approval Mass Gathering- Bryan Messick announced that the Mass Gathering Permit had been approved for the Car Show and Food Festival. He also added that a portion of the request for the Orange Street closure for Food Festival would still need to be passed by Penn Dot.

d. Media Restaurant Weeks- Zubair Khan mentioned that Media Restaurant Weeks were held during the first two weeks in April and November. He added that each restaurant paid \$125 for these two weeks. He also mentioned that the Clipper Magazine ads that were run didn't seem to be drawing in the right crowd for this event and it would probably be a good idea to not run this ad for the November event. He also added that the Facebook ad seemed to garner a lot of buzz and that the reservations appeared to increase during the time the ad was run. Zubair Khan informed the board that Courtney Rozsas had volunteered to survey the restaurants in person in the summer before the November event so that they could get more participation and make this a bigger event. He also added that this event made money for the restaurants, but that it was not one of the moneymakers for the MBA during the year.

e. Media Farmers Market- Jack Cunicelli announced that there had been a meeting that morning with some representatives from the MBA including himself and Addie Cianeli from the Media Farmers Market in order to discuss some future options for the Farmers Market as well as to make sure they understood that the MBA felt it was a vital aspect to the community to have the Farmers Market. Various possibilities were discussed and further info will be provided at future meetings.

5. New Business (Bryan Messick)

a. Committee Assignments/Recruitment- Bryan Messick informed the board that the various committees would have an opportunity to be discussed at each meeting in the agenda so that each committee member would have a chance to report back to the board. Zubair Khan added that the Recruitment Outline was well-received by the Community Development Committee and that there were certain grants that would be forthcoming that could possibly help with some of the future Business Recruitment plans in the future. He added that it was essential to begin to give more efforts to recruiting desirable businesses to vacancies on Baltimore Pike that would also draw people onto State Street. Zubair Khan also mentioned that he had a productive meeting with Media Real Estate and that he told them he needed help with incentives in recruiting desirable businesses to Media.

b. Christmas/Santa's Arrival and Festival of Lights- Bryan Messick announced that meetings had taken place between Charlene Mulholland, Christopher Dougherty, Paul Robinson and Monika Rehoric to discuss the Holiday Weekend plans and come to some agreements regarding that weekend. Frank Daly asked again if there was any progress on the lights for the trees on State Street. Bryan Messick announced to the board that a vote needed to take place surrounding the Black Friday/Small Business Saturday Holiday Weekend and possibly doing away with Santa's Arrival on Friday night this year. The recommendation after various holiday meetings and discussions is to not request a Mass Gathering Permit for Friday night, but to host a festive holiday weekend promoting shopping and dining with a holiday atmosphere in Media on Black Friday and Small Business Saturday and culminating in Santa arriving during the Santa Parade on Sunday.

The weekend would be promoted as a Holiday Weekend in Media and would be advertised and promoted on social media and in the local papers. Charlene Mulholland made a motion for the MBA to host and promote a holiday weekend throughout the business district community without Santa's Arrival this year, Debbie Pitt seconded the motion and the motion passed. The Holiday Committee will work to get a detailed letter to Paul Robinson to work out the decorations in town including tree street lighting as there has been some confusion about who can and should decorate the town and who has been paying for it in the past. The MBA would like to work together with a unified group to decorate the town with consistency and in a timely manner.

6. Borough Liaison Report (Lisa Johnson)

a. **Borough Update-** Lisa Johnson was absent from the meeting.

7. Committee Reports (Zubair Khan)

a. Events Committees-

Roots Ramble- Zubair Khan informed the board that the Roots Ramble had not done nearly as well as expected due to the unexpected snowstorm that had taken place that day. He added that he hoped the Blues Stroll would easily make up for the loss of income on this event and that he would be giving a full report once all of the bills and invoices were paid.

Dining Under the Stars- Zubair Khan informed the board that Dining Under the Stars was now in its 9th year. He mentioned that 25 establishments were registered for this season and that the opening night was busy for the restaurants, but that the diners were mostly inside due to the weather that evening. He added that the policy was always to close the streets and that the most difficult part of the event was to make sure the cars were off of the streets. Zubair Khan also informed the board that the MBA was paying for two police officers to be on duty for each event and that they would be present for the entire event each week. He mentioned that Adam Joseph from ABC was broadcasting live for weather for the first week and that they had sent him a t-shirt and letter of appreciation for attending and the publicity. He also added that it was expected that this year would be a banner year for Dining Under the Stars.

Blues Stroll- Zubair Khan announced that the Blues Stroll was coming up in June with headliner Shemekia Copeland to perform at The Media Theatre. He added that they would be giving tickets to sponsors for the upstairs balcony and room. He also mentioned that the money that was usually spent on the Town Talk ad would instead be allotted to Johnny Meister advertising on XPN as this seemed to be a more targeted resource for advertising dollars.

b. **Promotions Committee-** Report distributed.

c. **Business Preservation-** No report given.

d. **Executive Director's Report-** Report distributed; Zubair Khan informed the board that he had met with the the builders for the West End Flats to welcome them and discuss future possibilities. Zubair Khan let the board know that the builders would be taking out a full-page ad in Main Line Today's Media Supplement coming out in Nov./Dec. 2016.

e. **Technology Report-** No report available this month; Discussed throughout meeting.

f. **Retail-** No report given.

Meeting Adjourned at 7:50pm.

Respectfully Submitted,

Jack Cunicelli

MBA Secretary