

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

In Attendance: Bryan Messick, Debbie Pitt, Jack Cunicelli, Christopher Dougherty, Courtney Rozsas, Charlene Mulholland, Frank Daly, Lisa Johnson, Zubair Khan, Deborah Shipley, Gillian Crawley

Absent: Dan Lievens, Tom Hibberd, Peter Bendistis, Warren Kuo, Chris Swartz

Guests: NONE

Meeting called to order at 6:03pm

1. Public Comments: (Zubair Khan)

a. NONE

2. Approval of Minutes (Jack Cunicelli)

a. **June Minutes-** Debbie Pitt made a motion to approve the June minutes, Jack Cunicelli seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. **2nd Quarter Financial Report-** Debbie Pitt announced that the MBA budget was in good shape with the gross revenue being up at this point in the year. She mentioned that what is achieved during the summer helps to fund Christmas. Debbie Pitt made a motion to approve the 2nd Quarter Financial Report, Charlene Mulholland seconded the motion, and the motion passed. Debbie Pitt also mentioned that the various committee budgets needed to be turned in by September for 2017.

b. **Bill to be Paid-** Debbie Pitt made a motion to ask for authorization to pay the bills for April, May, and June in the amounts of \$37,652.50, \$16,434.65, and \$48,235.61. Frank Daly made a motion to approve payment of the bills in that amount, Debbie Pitt seconded the motion and the motion passed.

4. Committee Reports (Zubair Khan)-

a. **Peter Bendistis: Car Show-** Bryan Messick announced that the Car Show might have to use its rain date if the weather forecast continued to show rain. Zubair Khan added that the decision would be made by Thursday due to the amount of additional planning it would take to reschedule the event. Zubair Khan mentioned that there were 260-300 cars coming out this year. Zubair Khan also showed the board the three different stickers that would be going up on the meters this week for Dining Under the Stars, Bastille Day, and Car Show along with the letters that were always posted on the State Street residences to inform them of the events. Zubair Khan also mentioned that the MBA had a deal with a local towing company for a cheaper price for cars that needed to be towed on special event days. He mentioned that the decision was made to pay for the towing of these cars in order to keep good PR going with those who were towed during these events.

b. Charlene Mulholland:

- i. **Media Preservation Committee Report-** Charlene Mulholland announced that the Preservation Committee had been meeting once per month with a lot of success in getting things accomplished. She mentioned some highlights: the monthly Hometown Corner in Town Talk to recognize local businesses and the monthly educational seminars that had been put on by the committee since March of 2016 with a break in the summer.
- ii. **Digital Marketing Campaign seminar series-** Charlene Mulholland announced that the Business Preservation Committee had been successfully holding free monthly seminars for the retailers since March of 2016 with a break for the summer.

- iii. **Christmas Decoration Committee-** Charlene Mulholland informed the board that the Holiday Decorating Committee had just had a meeting with 8 in attendance to brainstorm holiday decorating plans for this year. She added that the next meeting would be a walk-about meeting around town to identify key areas of improvement for this year's holiday decorations. Zubair Khan added that it was great to have Ralph DeRosa at the meeting for his input. Zubair Khan thanked Charlene Mulholland for spending so much time getting this together.
- iv. **Merchandise Committee-** It was announced that the merchandise sales at this time of year had doubled from last year likely due to increased advertising and focus on products and online merchandise sales. The committee agreed to have a meeting in the near future in order to discuss what direction to take for the remainder of the year.

c. Bryan Messick:

- v. **Promotions Committee-** Report distributed; Not discussed at this meeting.
- vi. **Dining Under the Stars-** It was announced that Dining Under the Stars won Best AI Fresco from Main Line Today's Best of Main Line. Bryan Messick announced that Bob McMahon was asking for an additional police officer for Dining Under the Stars. Discussion took place and everyone agreed that the MBA should not have to pay for a third officer to be at this event when there hadn't been any incidents and the two officers were already doing a great job with the event. Bryan Messick added that to add a third officer to the event would be cost prohibitive to the event itself. Zubair Khan added that the money that was made during Dining Under the Stars each year was what helped the MBA decorate the town at Christmas and helped fund the holiday events. It was decided to invite the police to the next MBA meeting in order to get their opinion and to hear if they thought it was necessary to have a third officer. Zubair Khan expressed that safety was always a number one priority, but that he felt they were already doing a good job with the safety aspect of the event. Bryan Messick made a motion to ask if the MBA Board was willing to pay for a third officer for the remainder of Dining Under the Stars. All were opposed. Frank Daly brought up the subject of police wearable cameras and questioned why these were approved, but not implemented yet, stating that this would be one of the best things the department could do going forward. He added that this was in the budget since he was previously on council in 2010.
- vii. **Bastille Day-** Bryan Messick announced that Bastille Day was postponed from its original July 9th date due to rain and that it would be held on Saturday, July 16th. He added that advocates for the event were upset that the MBA had voted not to handle this event anymore. Zubair Khan again informed the board that there was not enough assistance or sponsorship funds for this event to make sense for the MBA. Bryan Messick also added that there were a lot of questions surrounding this event and that if supporters of the event chose to go ahead with it again next year, the MBA would take another look at it at the beginning of the year to see what kind of planning, time and commitment other organizations were willing to put in. Zubair Khan mentioned that it ended up being dropped in his lap with no one around to be involved in assisting on the event day. He added that the job was too big for only one or two people. He said the reason the Music Series was so successful was because of all of the volunteers, sponsors and others who were active in helping to plan and execute the events on the event days. Zubair explained that this was originally a MAC event and a Barnieu Restaurants event and that the MBA was asked to be the umbrella organization and the MBA agreed. Zubair Khan continued to explain that the MBA didn't expect to have it dropped in their lap with no outside assistance. He also added that most retailers did not want to participate and complained about another street closure on a Saturday and that MAC wanted to charge for their Eiffel Tower this year. Zubair Khan also mentioned that it was difficult to make all of the phone calls to postpone this event. The subject of a restaurant notification texting system came up and Bryan Messick answered that this was still being worked on as a future possibility for texting alerts for the restaurants, as well as the banks, when any safety issues come up to alert everyone.

d. Warren Kuo: Food Festival- Not discussed at this meeting.

e. Courtney Rozsas: Media Restaurant Committee- Courtney Rozsas asked that Media Restaurant Weeks go on the Calendar of Events. Zubair Khan said that would be fine, but that before it went on it would be good to figure out the details of the November event first. Courtney Rozsas offered again to go around to the restaurants to try to get some commitments and opinions on the upcoming event and to let everyone know by August 1st for purposes of calendar printing.

f. Jack Cunicelli: Farmer's Market / Short Term Parking Proposal- Jack Cunicelli announced that the Farmers Market would not be making any decisions or moves until after this current season. Bryan Messick added that the MBA needed to continue to help the market find a better place and that the market should complement rather than compete with the local businesses.

g. Dan Lievens/Kevin Schramm: IT/ Merchandising Online- Bryan Messick announced that Dan Lievens had just received the honor of becoming president of the Rotary and that he may be missing some upcoming meetings.

h. Christopher Dougherty: Holiday Stroll/ New Year's Eve Ball Drop- Not discussed at this meeting.

i. Frank Daly: Finance/ Christmas/ Recruitment- Not discussed at this meeting.

j. Chris Swartz: Recruitment Committee- Not discussed at this meeting.

k. Tom Hibberd: First Fair Trade Town; Govt. related/ Recruitment- Bryan Messick announced that Tom Hibberd was not doing very well health-wise and that he didn't have much strength to leave the house. Frank Daly added that he was glad that Tom Hibberd had recently received the recognition for all he has done for the community.

5. New Business (Bryan Messick)

a. Committee Assignments/New Agenda- Bryan Messick announced the roll out of the new meeting format with each committee member being responsible to give a report on their committee. He mentioned that this was similar to how the Borough Council meetings were run.

6. Borough Liaison Report (Lisa Johnson)

a. Borough Update- No formal report; Discussions throughout meeting.

7. Executive Director's Update (Zubair Khan)

a. June Update- Zubair Khan announced that Brick n' Brew was getting ready to open at the end of July. He mentioned that Hidalgo was still having some issues with the exhaust system, that Bob Linn had donated his time to help them with blueprints, and that Hidalgo was hoping to open in August. Zubair Khan also announced that Tom's Dim Sum was getting ready to open in August. He added that Simon Says had closed and that various people had shown interest in the Mrs. Marty's location that had just recently closed. Zubair Khan also announced that a massage business had recently opened up on the east end and that a cigar/after dinner drinks establishment was expected to open in August.

Meeting Adjourned at 7:40pm.

Respectfully Submitted,

Jack Cunicelli

MBA Secretary