

**Media Business Authority**  
**Board of Directors Meeting Minutes**  
**Tuesday June 14, 2016**

**In Attendance:** Bryan Messick, Debbie Pitt, Jack Cunicelli, Christopher Dougherty, Peter Bendistis, Warren Kuo, Charlene Mulholland, Frank Daly, Lisa Johnson, Zubair Khan, Deborah Shipley

**Absent:** Dan Lievens, Tom Hibberd, Courtney Rozsas, Chris Swartz

**Guests:** Bob McMahon (Mayor), Paul Lavola (Financial Investments), Rosemary Fox (Xscape the Room), Carlin Mcoy (Xscape the Room)

**Meeting called to order at 6:03pm**

**1. Public Comments: (Zubair Khan)**

**a. Bob McMahon (Mayor)-** Mayor Bob McMahon visited the MBA Board Meeting to discuss brainstorming additional security and safety measures in the light of the recent attack on Orlando. He informed the board that he wanted others to feel safe coming to Media. He added that a third police officer had been requested for Dining Under the Stars. Zubair Khan mentioned that Dining Under the Stars had been running about 6 volunteers per event night and that donated walkie talkies from Metropolitan Communications were being used. He also added that the police had been extremely helpful going above and beyond duty to interact with the crowd and make their presence strong at the event. He continued saying his only suggestion was that the officers stay separate at various areas of the event rather than walking together. Bob McMahon answered letting the board know that this had already been suggested and would be implemented at the next event. He added that additional security measures were also being implemented including the possibility of wearable cameras for the officers. Zubair Khan mentioned that the Democratic Convention coming up in Philadelphia in July may bring more people to our area that week.

**b. Rosemary Fox and Carlin Mcoy (Xscape the Room)-** Rosemary Fox and Carlin Mcoy introduced themselves from the new business Xscape the Room on 3<sup>rd</sup> Street They explained that their business was a live action escape game where participants solved clues together to escape a room. They added that they had been very successful since opening and that they were interested in becoming more active in the business community.

**c. Paul Lavola (Financial Investments)-** Paul Lavola introduced himself as a local financial investment advisor interested in becoming a future board member. Zubair Khan encouraged him to take a look at the MBA committees and become involved at the committee level as well.

**2. Approval of Minutes (Jack Cunicelli)**

**a. May Minutes-** Frank Daly made a motion to approve the May minutes, Peter Bendisits seconded the motion, and the motion passed.

**3. Treasurer's Report (Debbie Pitt)-**

**a. NONE**

**4. Old Business (Bryan Messick)-**

**a. Comcast TV Advertising Update-** Bryan Messick announced that the Comcast advertising campaign had ended and that the MBA would be removed from the process of future campaigns due to the difficulties and time consumed with collecting money for the campaign.

**b. New Media Merchandise-** Deborah Shipley announced that there were problems with posting the merchandise ad on Facebook and that she would be boosting the post instead. Zubair Khan informed the board that the old website for the merchandise was now closed and everything was now on Shopify. He also added that the merchandise sales were

strong for Super Sunday, but that the Art Show was not well attended this year. Charlene Mulholland mentioned that she was interested in replacing the Art Show with Clover Market. Zubair Khan added that the problems with Town Talk run events had been brought to the Borough's attention and that replacing the Art Show might be a place to start since the attendance continued to decline. All agreed that they did not want it replaced with a third Super Sunday as these already posed problems to the majority of the retailers in town. After some discussion, Zubair Khan stated that it would be good to have a committee to analyze the various events and their impact on the town.

**c. Media Farmers Market-** Bryan Messick announced that the Media Farmers Market was exploring new options with a push to move it to Sundays. Frank Daly added that the parking garage on a Sunday might be a good option so the vendors could use the lower floors in case of rain.

## 5. New Business (Bryan Messick)

**a. Committee Assignments/Recruitment-** Bryan Messick announced that the MBA will be changing the agenda of the meetings to run like a Borough Council meeting as far as committee announcements and discussions.

**b. Christmas/Santa's Arrival and Festival of Lights-** Charlene Mulholland announced that in their last meeting, Paul Robinson, Monika Rehoric and the MBA all worked things out to be able to work together to promote a festive holiday weekend for Media on Thanksgiving weekend. She informed the board that Friday night's Holiday Stroll would be a fluid street event without Santa, but that there would be a wandering mailman to collect letters for Santa who will arrive on Sunday during the parade. Charlene Mulholland added that Saturday would be Small Business Saturday with continued holiday festivity and promotion of retail along with a free gift wrapping station. Zubair Khan mentioned that he would be informing the County of the decision to change Friday's Santa's Arrival event to a Holiday Stroll. Christopher Dougherty inquired about Monika getting insurance and liability for Sunday's parade. Frank Daly also added that the MBA needed to also notify our insurance even though it was not our event. Zubair Khan answered that he would make sure the MBA got a COI for that weekend. Frank Daly inquired about the tree lighting and Zubair Khan answered that he would like to take a walk with Charlene Mulholland and Frank Daly with Higgin's Electric in order to select some trees for lighting this year. Charlene Mulholland also mentioned that the decorations committee would be having a meeting in the next few weeks.

## 6. Borough Liaison Report (Lisa Johnson)

**a. Borough Update-** No formal report; discussions throughout meeting.

## 7. Committee Reports (Zubair Khan)

### a. Events Committees-

**Blues Stroll-** Zubair Khan announced that the Blues Stroll was a success and that the Theatre sold out for Shemekia Copeland. He added that there was a lot of ticket confusion with the Shemekia tickets needing to be mailed out ahead of time and people not receiving their tickets. Zubair Khan informed the board that Debbie Pitt would have the numbers in her quarterly report, but that the presales were higher this year due to the Shemekia ticket prices. He also added that there were no big issues or problems that night. He mentioned that Margaret Kuo's and Spasso's donated food to the sponsor viewing party that the MBA hosted in the balcony of the Theatre. Zubair Khan mentioned his idea to the board to have the Blues Stroll as a 2-day event in the future and advertise it as a Blues weekend and a package deal.

**Dining Under the Stars-** Discussed above.

**Bastille Day-** Zubair Khan expressed his concern over the upcoming Bastille Day event and the lack of interest in organizers helping with the event. He informed the board that this used to be a MAC event and that they handed it over to keep it going, but were not offering any support in the planning and organization of the event. Zubair Khan added that because the original organizers were no longer interested in helping out that the majority of the event ended up in his hands and that it had declined over the past few years in attendance. Christopher Dougherty made a motion to run with what we have for this year and [proposed that the MBA no longer be involved in this event in the future, Debbie Pitt seconded that motion and the motion passed unanimously.

**b. Promotions Committee-** Report distributed; discussed throughout meeting.

**c. Business Preservation-** Charlene Mulholland announced that the free educational seminars offered by the Business

Preservation group had been going very well this year. She announced an upcoming Facebook seminar on June 22<sup>nd</sup> followed by a break for the summer and returning in the fall with window dressing and Small Business Saturday training. Jack Cunicelli mentioned that he was interested in hosting a seminar in the fall on a Monday, Tuesday, or Wednesday. Zubair Khan wanted to give an additional thanks to those who were donating the food for these seminars: WSFS, Franklin Mint, the Preservation Committee and the MBA.

**d. Executive Director's Report-** Zubair Khan announced that Jaco Taco had recently opened with a side window for serving on Plum Street Mall. He informed the board that their hours were currently 7am-5pm with plans to stay open later in the future. He added that a new yoga studio had opened on Jasper Street- Sarva Yoga. Also, he added that the Dim Sum restaurant and Brick n' Brew had plans to open in a few weeks and that Sunset Slush was open as well as a new massage business. He announced recent closings of Mrs. Marty's Deli and Simon Says and he mentioned that Hidalgo's was having some difficulties in opening.

**e. Technology--** No report this month; discussed throughout meeting.

**Meeting Adjourned at 7:55pm.**

**Respectfully Submitted,**

**Jack Cunicelli**

**MBA Secretary**