

**Media Business Authority**  
**Board of Directors Meeting Minutes**  
**Tuesday August 9, 2016**

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

**Absent:** Dan Lievens, Tom Hibberd, Warren Kuo, Chris Swartz, Lisa Johnson

**Guests:** Carol Lauser (Davidson School- Elwyn), Sue Thompson (Davidson School-Elwyn), Bob McMahon (Mayor)

**Meeting called to order at 6:05pm**

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

**a. Carol Lauser and Sue Thompson (Davidson School- Elwyn)-** Carol Lauser and Sue Thompson visited the MBA meeting to give a presentation on their transition services for older students in transferring skills into the community. They informed the board that they were always looking for businesses that would be willing to have their students partner with them for small jobs. They also explained ways that contributing to their Giving Tree benefitted the Davidson School community. Zubair Khan added that two of their students were long-time employees of the Borough.

**b. Bob McMahon (Mayor) –** Bob McMahon announced that the Police Department and the Borough were continuing to work together on town safety initiatives. He mentioned that there were three officers on staff during the week of the DNC and that they were going back to two officers for the remainder of the Dining Under the Stars' season unless additional officers were deemed to be necessary. Zubair Khan added that between 5-6 volunteers were also there at each event. Bob McMahon also added that there were county-wide heroin issues that the town continued to be dealing with and he wanted to make the board aware of some recent incidents.

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

**a. July Minutes-** Frank Daly made a motion to approve the July minutes, Debbie Pitt seconded the motion, and the motion passed.

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

**a. Audit Results-** Debbie Pitt announced that the 2015 Audit would be coming back as an unqualified report which is the desirable outcome for an audit.

**4. Committee Reports (Zubair Khan)-**

**a. Peter Bendistis: Car Show-** Peter Bendistis announced that the Car Show went very well and always ran itself. He mentioned that it was also one of the hottest days thus far of the summer, but that people were out anyway. Peter Bendistis commented on people bringing pets when there was an ordinance against pets at the events and that he wished this was better enforced. He added that next year would be the 10<sup>th</sup> Anniversary of the event.

**b. Charlene Mulholland:**

- i. Media Preservation Committee Report-** Charlene Mulholland announced that the Business Preservation Committee had met and that they were continuing their monthly Hometown Corner with Town Talk highlighting one business each month.
- ii. Digital Marketing Campaign Seminar Series-** Charlene Mulholland discussed the return of the free seminars in the fall with Holiday Window Dressing slated for September/October.
- iii. Christmas Decoration Committee-** Charlene Mulholland announced that the Holiday Decorating Committee was currently having communication difficulties with a business member in town refusing to communicate regarding the town decorating. She informed the board that progress had originally been made in order to work together for the cohesiveness of the town, but that this had been negated by the business owner's refusal to answer any questions regarding town decorating. Charlene Mulholland added

that the result was splitting the town into different areas with the Holiday Decorating Committee being responsible for the main area of town and the business owner being responsible for Plum Street Mall. She added that the committee would be doing another town walk-about soon to identify areas of town to decorate and to brainstorm ideas and also that Linvilla was going to be donating a lot for the holiday season.

- iv. **Merchandise Committee-** Charlene Mulholland informed the board that the Merchandise Committee had recently met to work on some ideas to get online merchandise sales going. They came up with various ideas of collaborating with outside organizations and more info will be given at a later meeting.

**c. Bryan Messick:**

- v. **Promotions Committee-** Bryan Messick announced that the Main Line Today insert was going to come out in late November and that ideas were starting to be formed for the editorial content for this year's supplement. He added that the committees were welcome to contribute with ideas and content.
- vi. **Dining Under the Stars-** Bryan Messick announced that the police and the MBA continued to work together and see eye-to-eye on Dining Under the Stars and he added that the police were doing an excellent job. It was discussed that there was an incident the week before with a problem with the start time of Dining Under the Stars. The MBA Board agreed to work on the issues with cooperation and proper communication protocols being put into place with Borough Council and the Media Police Department to help avoid future misunderstandings. Bryan Messick also wanted to note that Dining Under the Stars had been running smoothly for 14 weeks with no safety incidents in the season.

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

**e. Courtney Rozsas: Media Restaurant Committee-** Courtney Rozsas discussed Media Restaurant Weeks and announced that she would be going around to check with the restaurants on participation. Zubair Khan informed the board that Charlie Strickler had given an estimate of around \$1900 to create a Media Restaurant Week website. Courtney Rozsas followed up by saying that she would like to negotiate the price of the website and ask that ongoing maintenance be handed on to the restaurants once the website was created. She went on to inform the board that it was decided to offer a three-tier pricing structure. Zubair Khan added that if 19 restaurants participated, he estimated the cost to be around \$225 per restaurant this year with the added website creation, banner changes, and advertising.

**f. Jack Cunicelli: Farmer's Market / Short Term Parking Proposal-** Jack Cunicelli announced that the Media Farmers Market meeting would be taking place on Thursday.

**g. Dan Lievens/Kevin Schramm: IT/ Merchandising Online-** Not discussed at this meeting.

**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-** Not discussed at this meeting.

**5. New Business (Bryan Messick)**

- a. NONE

**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-** Report distributed; Discussed throughout the meeting.

**Meeting Adjourned at 7:31pm.**

**Respectfully Submitted,**

**Jack Cunicelli**

**MBA Secretary**