

**Media Business Authority**  
**Board of Directors Meeting Minutes**  
**Tuesday September 13, 2016**

**In Attendance:** Bryan Messick, Jack Cunicelli, Warren Kuo, Christopher Dougherty, Peter Bendistis, Courtney Rozsas, Charlene Mulholland, Lisa Johnson, Zubair Khan, Deborah Shipley

**Absent:** Dan Lievens, Debbie Pitt, Frank Daly, Chris Swartz

**Guests:** Addie Cianella (Media Farmers Market)

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

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

**a. Addie Cianella (Media Farmers Market)-** Addie Cianella informed the board that she was attending the meeting to ask for help with the Media Farmers Market. She explained that the market had been active for 6 years and that they were looking to take things to the next level. Addie Cianella added that she felt that the market was unsustainable the way it was currently being run with mostly volunteers and limited funds. She asked the board for its consideration in adopting the market as its own, hiring a manager, requesting borough funds to pay the manager and bringing the MBA's full support and variety of expertise to the market and its operations. She made her case to the board with examples of how successful markets are important to the community. Various questions were asked and concerns were raised. Courtney Rozsas posed the question to ask if there was a way the MBA could assist the market in getting more funds and consulting them without becoming directly involved or responsible for the event. Bryan Messick replied that he board would discuss the matter during the Executive Session at the close of the meeting.

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

**a. August Minutes-** Jack Cunicelli made a motion to approve the August minutes, Peter Bendistis seconded the motion, and the motion passed.

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

**a. Treasurer Report-** There was no Treasurer's Report for this meeting.

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

**a. Peter Bendistis: Car Show-** Peter Bendistis announced that there was no ownership of the Media Garage Sale and asked the board if an ad could be taken out in the paper. Zubair Khan explained that the Media Free Store had requested to take over this event in the past, but were discouraged from doing so by the Borough since Media Recreation still owned the event. Peter Bendistis made a motion for the MBA to take an ad out in the paper to assist this event even though it did not belong to the MBA, Jack Cunicelli seconded the motion and the motion passed.

**b. Charlene Mulholland:**

- i. Media Preservation Committee Report-** Charlene Mulholland announced that the Media Preservation Committee continued to meet regularly and were currently working on the Thanksgiving weekend's Holiday Stroll and Festival of Lights.. She also mentioned that the committee continued to have a Hometown Corner section in the Town Talk highlighting a Media business each month.
- ii. Digital Marketing Campaign Seminar Series-** Charlene Mulholland informed the board that the committee was considering having a Window Dressing seminar and that the Chamber of Commerce and the Visitor's Bureau were being contacted to see if they had anyone that would be interested in consulting local businesses on ideas for seasonal window decorating. Zubair Khan also added that the committee was considering taking photos of some of the best windows for the holidays and giving recognition or prizes out to those businesses.

- iii. **Christmas Committee-** Charlene Mulholland updated the board on some of the decorating plans for the town including the lighting of the trees on State Street with LED lights and replacing the town lights with LED lights over time. She also gave the board the timeline plans for the Holiday Stroll & Festival of Lights and Small Business Saturday which would include carolers, strolling musicians, carriage rides, hot chocolate, cider, popcorn, complimentary gift wrapping for those with a Media receipt, a mailman collecting letters for Santa, and more.
- iv. **Merchandise Committee-** Charlene Mulholland informed the board that the Merchandising Committee had purchased baby goods, t-shirts, mugs and glasses to get ready for the holiday season. Zubair Khan announced that sales were up for merchandise this year with the efforts of the committee to increase this area of revenue.

**c. Bryan Messick:**

- v. **Promotions Committee-** Report distributed; discussed throughout meeting.
- vi. **Dining Under the Stars-** Bryan Messick announced that Dining Under the Stars was in its final weeks and that it had experienced another popular and successful season. Warren Kuo commented that other towns were envious of this event. Zubair Khan added that the event takes a lot of energy each week, but that it was something incredible for our town to have in its hands. He added that there will always be issues with such a large event, but that the town, restaurants, and police support was tremendous. Bryan Messick added that at the end of the season he would like to see DUTS veterans create a best practices guide for all of the restaurants to follow. Zubair Khan also added that a few restaurants were taking advantage of the amount of seats they were putting out and that a violation form needed to be created for next year to better handle this issue.

**d. Warren Kuo: Food Festival-** Zubair Khan informed the board that the Food Festival planning was coming along well with about 35 restaurants and 65 crafters booked. He mentioned that they had made more of an effort this year to give the restaurants within the Borough more priority and less restaurants coming in from out of town. He added that this was bringing the income for the event down a bit for this year, but that it was still healthy money making event. Zubair Khan announced that there would be entertainment and a children's area with a large slide as in previous years. He also announced that the event was being highly publicized through radio, newspaper, posters and social media. He informed the board of the Health & Safety meeting that would be taking place in the next week.

**e. Courtney Rozsas: Media Restaurant Committee-** The banner and website for Media Restaurant Week were discussed. Zubair Khan explained that the current banner situation was out of the MBA's control due to the current construction happening on the west end of Media. He added that this would not be a good use of money to update the banner at the moment since it was likely that the banner would not be able to go up in the proper time period. Courtney Rozsas made a motion to hire Charlie Strickler for the website creation with initial costs covered by the Media Business Authority as a loan to the restaurants that could be paid out over two to three Restaurant Weeks depending on how many restaurants participated each session, Christopher Dougherty seconded the motion and the motion passed. The cost was agreed to stay at \$125 per restaurant for each session.

**f. Jack Cunicelli: Farmer's Market / Short Term Parking Proposal-** Jack Cunicelli announced that he would be walking around to identify areas of the downtown business district that would benefit from short term parking. He added that he would present his finding at a future meeting.

**g. Dan Lievens/Kevin Schramm: IT/ Merchandising Online-** Report distributed, not discussed at this meeting.

**h. Christopher Dougherty: Holiday Stroll/ New Year's Eve Ball Drop-** Christopher Dougherty made an announcement that the band was booked for the New Year's Eve Ball Drop and that additional sponsors were needed for this event. Zubair Khan also added that the Highway Department would be able to help with cleaning the streets this year after the event.

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

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

## 5. New Business (Bryan Messick)

**a. Tom Hibberd Life Celebration-** Thursday, September 15, 2016- Bryan Messick asked for a moment of silence for long-time board member and community activist Tom Hibberd who had recently passed away at the end of August. He informed everyone of the Life Celebration being held in his honor on Thursday, September 15 from 5-8pm in the Community Center.

**6. Borough Liaison Report (Lisa Johnson)**

**a. Borough Update-** Lisa Johnson had several questions pertaining to the future of the highway banners. Bryan Messick and Zubair Khan answered that the MBA was still interested in having the banners, but that the poles would need to be replaced and repairs would be required. They added that they would include this as a capital improvement line item at the upcoming Finance Meeting. Lisa Johnson also asked if the MBA planned on sponsoring the upcoming police gathering on Olive Street in order to support the mass gathering permit approval process. Zubair Khan answered that the MBA was going to sponsor the event and submit the Mass Gathering Permit.

**7. Executive Director's Update (Zubair Khan)**

**a. August Report-** Report distributed; discussed throughout the meeting.

**b. Executive Session-** An Executive Session took place following the MBA Meeting to discuss the requests from the Media Farmers Market.

**Meeting Adjourned at 7:52pm.**

**Respectfully Submitted,**

**Jack Cunicelli**

**MBA Secretary**