

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

In Attendance: Bryan Messick, Dan Lievens, Jack Cunicelli, Peter Bendistis, Courtney Rozsas, Charlene Mulholland, Frank Daly, Chris Swartz, Lisa Johnson, Zubair Khan, Deborah Shipley

Absent: Debbie Pitt, Warren Kuo, Christopher Dougherty

Guests: Addie Cianella (Media Farmers Market)

Meeting called to order at 6:06pm

1. Public Comments: (Zubair Khan)

a. Addie Cianella (Media Farmers Market)- Addie Cianella visited the MBA again this month to see if there was anything the MBA could do to help the Media Farmers Market. Dan Lievens suggested that the Media Farmers Market reach out to the SBDC Program from Widener; specializing in small town revitalization. Bryan Messick informed Addie Cianella that the MBA was not in a position to take on the Media Farmers Market, but continued to be in support of having the market continue in Media. Several suggestions were given by various board members and Addie Cianella mentioned that the market may have to take a break next year in order to regroup and see if it was still a viable option for Media with more support to be sustainable in the long term.

2. Approval of Minutes (Jack Cunicelli)

a. September Minutes- Courtney Rozsas made a motion to approve the August minutes, Charlene Mulholland seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. Treasurer Report- Bryan Messick announced that Debbie Pitt was absent due to he sister being ill. Zubair Khan brought up the Music Series report for Blues and added that the success of the Music Series was attributed to the amount of sponsorship money that came in each year. He mentioned that sponsorships had increased, but that he was always looking for suggestions or assistance from board members in gaining new sponsorship opportunities. Dan Lievens made a motion to accept the 3rd Quarter Financial Report, Frank Daly seconded the motion and the motion passed. Bryan Messick made a motion to ask for authorization to pay the bills for July, August, and September in the amounts of \$19,951.88, \$17,244.83, and \$17,735.75. Dan Lievens made a motion to approve payment of the bills in that amount, Peter Bendistis seconded the motion and the motion passed. Bryan Messick announced that the Budget meeting was next week for the Finance Committee.

4. Committee Reports (Zubair Khan)-

a. Peter Bendistis: Car Show- Event completed for 2016; Peter Bendistis mentioned that there was a need for port-a-potties for the event next year.

b. Charlene Mulholland:

- i. Media Preservation Committee Report-** Charlene Mulholland informed the board that they had met with the SBDC Program from Widener and that they were willing to do seminars for free for the local businesses. She added that the group would continue conversations with them to see how they could work together in the future.
- ii. Digital Marketing Campaign Seminar Series-** Nothing to report at this meeting.
- iii. Christmas Committee-** Charlene Mulholland announced that the Christmas Decorating Committee was going well and that Linvilla was donating a lot of decorations to Media this year. Zubair Khan thanked Charlene Mulholland for all of her dedication and time. She also added that the area by the Armory was

cleared out by the Borough and ready for decorating the tree on the Sunday and Monday before Thanksgiving. She also mentioned that Bevan's candy was doing a promotion for the retailers to offer chocolate boxes to their customers for the season.

- iv. **Merchandise Committee-** Zubair Khan announced that new merchandise had arrived for the holiday season, but had not been opened yet. Jack Cunicelli reminded everyone that he would take a photo of the beer mugs for advertising purposes.

c. Bryan Messick:

- v. **Promotions Committee-** Report distributed; discussed throughout meeting.
- vi. **Dining Under the Stars-** Zubair Khan announced that Dining Under the Stars had high police expenditures this year that the MBA was asked to pay above and beyond budget. He informed the board that this issue needed to be addressed for next year because it was taking away any profit from the event and that the money earned from Dining Under the Stars was always allocated for the holiday events each year. Bryan Messick added that the MBA was not able to ask the restaurants for additional money to help with police costs. Everyone agreed that the costs of the police officers should be agreed upon at the time of the Mass Gathering Permit so that there were no surprises during the season.

- d. **Warren Kuo: Food Festival-** Zubair Khan announced that the Food Festival did very well this year, but that there was less money coming in due to the decision to keep everything local this year as far as restaurants. He also added that more retailers came out and that he was impressed that vendors took the time to decorate their booths. Courtney Rozsas made a point that she had gotten a lot of feedback regarding giving out smaller portions for tasting purposes and that she had followed those recommendations this year with great success. She recommended that restaurants be advised to do this for 2017. Additional seating was also discussed as a possibility for 2017's event.

- e. **Courtney Rozsas: Media Restaurant Committee-** Courtney Rozsas announced that the restaurants had met with Charlie Strickler to learn more about the new website for Media Restaurant Week and that the restaurants were continuing to sign up to participate in Media Restaurant Week which would be held during the first week in November.

- f. **Jack Cunicelli: Farmer's Market / Short Term Parking Proposal-** Jack Cunicelli announced that he had sent an initial proposal for short term parking, but that he needed to revise it and would be presenting another proposal at a later date.

- g. **Dan Lievens/Kevin Schramm: IT/ Merchandising Online-** Nothing to report at this meeting.

- h. **Christopher Dougherty: Holiday Stroll/ New Year's Eve Ball Drop-** Nothing to report at this meeting.

- i. **Frank Daly: Finance/ Christmas/ Recruitment-** It was announced that the MBA would be meeting with the Finance Committee in late October.

- j. **Chris Swartz: Recruitment Committee-** Chris Swartz informed the board that he had been working an out-of-town job in the past months, but that he was looking forward to plugging back in to the MBA Board.

5. New Business (Bryan Messick)

- a. **November Executive Board Nominations-** Bryan Messick announced that the Executive Board would be nominated at the next meeting.

6. Borough Liaison Report (Lisa Johnson)

- a. **Borough Update-** Lisa Johnson informed the board that a new Economic & Development Plan was scheduled to be contracted for the Borough and that a grant was being used to pay for it. Dan Lievens replied that the SBDC might be a good resource for the Borough for future economic development plans.

7. Executive Director's Update (Zubair Khan)

- a. **September Report-** Zubair Khan announced that Hidalgo's had opened up just for dinner and that Pairing's Cigar Bar would be opening up soon. He mentioned that the old Mrs' Marty's location had been leased by La Na who planned to open an Indian Fusion restaurant and that a new Greek Restaurant would be opening in the old Berry Fresh location. He also announced that Golden Impulse had moved to a new location on the other side of State Street and that a Bubble Tea shop would be opening in the old Simon Says location.

- b. **Executive Session-** An Executive Session took place before the meeting to further discuss the Media Farmers Market.

Meeting Adjourned at 7:40pm.

Respectfully Submitted, Jack Cunicelli, MBA Secretary