

Media Business Authority
Board of Directors Meeting Minutes
Tuesday November 8, 2016

In Attendance: Bryan Messick, Dan Lievens, Debbie Pitt, Christopher Dougherty, Peter Bendistis, Courtney Rozsas, Charlene Mulholland, Zubair Khan, Deborah Shipley

Absent: Jack Cunicelli, Warren Kuo, Frank Daly, Chris Swartz, Lisa Johnson

Guests: NONE

Meeting called to order at 6:03pm

1. Public Comments: (Zubair Khan)

a. NONE

2. Approval of Minutes (Jack Cunicelli)

a. October Minutes- Debbie Pitt made a motion to approve the October minutes, Dan Lievens seconded the motion, and the motion passed.

3. Treasurer's Report (Debbie Pitt)-

a. Review Budget- Debbie Pitt presented the 2016 Proposed Budget to the MBA Board. Bryan Messick announced that it was the purpose of the MBA to promote Media and not to make extra money off of the events. Debbie Pitt informed the board that a letter would be submitted to the Finance Committee in order to highlight all of the things that the board accomplished throughout the year for the town. She added that the MBA was going to be asking for additional funds, but also showing that the costs had increased. Zubair Khan added that the MBA pays for Christmas and decorating the town and that any money usually made from DUTS goes back into Christmas decorating and light replacements. Zubair Khan also noted that the DUTS costs had been much higher this year with the additional police that the Borough had required for the event this past year. Debbie Pitt also announced that the Budget was currently being presented as a balanced budget, but that this was subject to change as various unexpected items come up throughout the year. Dan Lievens made a motion to approve the 2016 Proposed Budget to the Finance Committee, Charlene Mulholland seconded the motion and the motion passed.

4. Committee Reports (Zubair Khan)-

a. Peter Bendistis: Car Show- No report at this meeting.

b. Charlene Mulholland:

- i. Media Preservation Committee Report-** Charlene Mulholland announced that the Business Preservation Committee had continued to meet regarding the upcoming Holiday Stroll. She announced the upcoming Hometown Corner would be dedicated to Linvilla Orchards for recognition of all of the donations that they made to Media for the decorations and Holiday Stroll.
- ii. Digital Marketing Campaign Seminar Series-** No report at this meeting.
- iii. Christmas Committee-** Charlene Mulholland informed the board that the town decorating was happening on the 20th and 21st. She also informed the board of some various aspects of the Holiday Stroll that still required volunteers. Zubair Khan informed the board that ACME would be coming out to volunteer, as well as Media Theatre and Hedgerow Theatre to perform for the event.
- iv. Merchandise Committee-** It was discussed to get a quality photo of the new Media beer glasses for advertising purposes during the holidays. Also, someone suggested checking in with Riddle gift shop to see if they would be interested in carrying Media onesies.

c. Bryan Messick:

- v. **Promotions Committee-** Report distributed; discussed throughout meeting.
- vi. **Dining Under the Stars-** See more information under Food Festival.

d. Warren Kuo: Food Festival- Gillian Crawley proposed to the board to have the Food Festival applications show an increase in cost for 2017 to help cover the growing expenses of having the event. She also added that the Dining Under the Stars' fees should be increased slightly as well. Debbie Pitt added that if any increases were made, it should be presented properly so that everyone would be well aware up front of any changes in pricing structure.

e. Courtney Rozsas: Media Restaurant Committee- Courtney Rozsas announced that Media Restaurant Week definitely seemed to see an increase in customers possibly due to the new website. She suggested that the dates be set for April and that whoever wanted to participate could do so, and list any additional dates or exclusions on the website under their restaurant listing. It was recommended to keep the same banner and to change the dates on the website. It was also mentioned to ask Charlie Strickler for any website analytics data.

f. Jack Cunicelli: Farmer's Market / Short Term Parking Proposal- No report at this meeting.

g. Dan Lievens/Kevin Schramm: IT/ Merchandising Online- Dan Lievens informed the board about the SBDC from Widener and their desire to partner with Media conducting a needs assessment followed by educational workshops for local businesses. He explained that this group was funded by the state and that their job was to go out and help local small businesses. It was decided that the group be invited in to speak to the board, but that in the meantime they could get started with any initial contacts or plans to get the project moving.

h. Christopher Dougherty: Holiday Stroll/ New Year's Eve Ball Drop- No report at this meeting.

i. Frank Daly: Finance/ Christmas/ Recruitment- No report at this meeting.

j. Chris Swartz: Recruitment Committee- No report at this meeting.

5. New Business (Bryan Messick)

a. November Executive Board Nominations- The MBA Board Members discussed keeping the current slate of officers for 2017. It was announced that the officers would be voted on in December.

b. Bill Gross Business Scholarships to High School Seniors- Debbie Pitt announced that there would be a new scholarship fund honoring Bill Gross for high school seniors interested in business. Zubair Khan explained that Bill Gross was one of the original members of the MBA and that a board would be created to run the scholarship. Bryan Messick made a motion to vote for getting the Bill Gross Scholarship Fund for 2017 started with a donation of \$1000 from the MBA, Debbie Pitt seconded the motion and the motion passed with one dissenter. Debbie Pitt also added that the fund needed to be managed by the family and not by the MBA.

6. Borough Liaison Report (Lisa Johnson)

a. Borough Update- No report at this meeting.

7. Executive Director's Update (Zubair Khan)

a. October Report- Report distributed; Discussed throughout meeting.

Meeting Adjourned at 7:42pm.

**Respectfully Submitted,
Jack Cunicelli, MBA Secretary**