

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

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

**Absent:** Dan Lievens, Warren Kuo, Courtney Rozsas Chris Swartz

**Guests:** NONE

**Meeting called to order at 6:10pm**

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

**a. Lenin Agudo and Don Martin (SBDC)-** Lenin Agudo and Don Martin visited the MBA Meeting from Widener Small Business Development Center They announced that they were interested in forming a partnership with the MBA to consult and educate the local businesses in 2017. The explained that they were a government funded entity and that the cost would be free to the MBA and local businesses. They informed the board that they would be doing a needs assessment to see where the business owners needed the most assistance. They also added that they had worked with the city of West Chester to integrate the retailers and restaurants in a way that was mutually beneficial. Lenin Agudo and Don Martin explained that they would be having an office in HeadRoom and that they saw enormous potential in Media. Zubair Khan added that there was no need for a vote since the partnership would be of no cost to the MBA and that it was a win-win situation. Debbie Pitt also asked if there was a way to put all of the info into a deliverable so that the MBA could continue to assist businesses or potential businesses after the SBDC finished their time in Media. They replied that that was definitely an option.

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

**a. November Minutes-** Debbie Pitt made a motion to approve the November minutes, Charlene Mulholland seconded the motion, and the motion passed.

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

**a. Review Budget 2017-** Debbie Pitt announced to the board that the 2017 Budget had been submitted to the Finance Committee and that she hadn't heard anything back from them yet. Bryan Messick also added that in early 2017, the MBA would meet with Chief Marty Wusinich and Mayor Bob McMahon to discuss police safety needs for the upcoming 2017 events and that they would then meet with Public Safety to see if the Borough could cut back on some of the unexpected police expenses being required of the MBA during Dining Under the Stars and other events. It was mentioned that the same equation should be used for all groups in regards to what the Borough charges for security during each event. Bryan Messick also added that the MBA would be submitting Mass Gathering Permits at the beginning of the year so that any concerns could be addressed early in 2017.

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

**a. Peter Bendistis: Car Show-** Peter Bendistis again mentioned that port-a-potties should be a necessary addition to next year's event.

**b. Charlene Mulholland:**

- i. Media Preservation Committee Report-** Charlene Mulholland announced that the Business Preservation Committee would be meeting early in 2017 to plan out the upcoming year and to talk about the accomplishments of 2016. She also added that she would like to start the year off working with the SBDC.
- ii. Digital Marketing Campaign Seminar Series-** No report at this meeting.
- iii. Christmas Committee-** Charlene Mulholland informed the board that she did an informal survey of 15 retailers and asked them about their sales and overall impression of Thanksgiving weekend. She reported

that sales numbers were slightly up on Black Friday for most businesses with a huge increase on Small Business Saturday and a decrease on Sunday with the parade street closures. She added that Ten Thousand Villages had counted 1500 customers on Small Business Saturday coming through their doors. Jack Cunicelli added that anytime the parking was reduced during events such as the parade on Sunday, retailers always suffered. Bryan Messick thanked Charlene Mulholland for all of her hard work to make the weekend a success. Bryan Messick also added that the MBA Holiday Party was a nice event with awards given out to Betty Baker and Ralph DeRosa for their long-time service to Media. He mentioned that Santa's Village was always a big hit as well.

- iv. **Merchandise Committee-** Jack Cunicelli made a suggestion that the MBA change its pint glass design each year to make it as a collectible item. Zubair Khan announced that the pint glasses were a big hit this year and that he thought it would be a good idea to add holiday ornaments next year. Suggestions were made to have Media items for sale at The Media Theatre in the future due to local reunions being held there. Selling Media onesies at Riddle Hospital gift shop was also brought up again as a possibility for 2017.

**c. Bryan Messick:**

- v. **Promotions Committee-** Report distributed; discussed throughout meeting.
- vi. **Dining Under the Stars-** Not discussed at this meeting.

**d. Warren Kuo: Food Festival-**

- e. **Courtney Rozsas: Media Restaurant Committee-** Zubair Khan announced that Courtney Rozsas was sick and could not make the meeting that night. He added that the new Media Restaurant Week website had brought additional customers to this event and that it would be easier to manage in 2017 since the initial work on the website was already complete.

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

- g. **Dan Lievens/Kevin Schramm: IT/ Merchandising Online-** No report at this meeting.

- h. **Christopher Dougherty: Holiday Stroll/ New Year's Eve Ball Drop-** Christopher Dougherty announced that everything was all set for the New Year's Eve Ball Drop. Zubair Khan announced that trash was still an issue on New Year's Day and that public works would be helping him clean the streets this year.

- 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. **Executive Committee Election 2017-** Bryan Messick announced that the current Executive Board Slate was up for nomination again for 2017. Frank Daly made a motion for nominations to be closed and elected for 2017, Peter Bendistis seconded the motion and the motion passed.

- b. **Borough CDC Signage-** Zubair Khan announced that he was approached by the Community Development Committee to encourage business owners to review their signage to comply with Borough guidelines in order to avoid any fines.

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

- a. **Borough Update-** Lisa Johnson announced that the Borough was currently interviewing consultants for another Economic Development Plan and that the Borough had received a grant for \$75,000 to work with for economic development implementation. It was recommended that some board members serve on the committee for this plan and Frank Daly and Zubair Khan both volunteered their time for this committee.

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

- a. **November Report-** Zubair Khan announced that the Media 5- Mile had recently generously donated \$1000 to the MBA. Deborah Shipley announced the MBA had received a grant in the amount of \$2009 for the Jazz by Night Celebration from the PA Council on the Arts. Various possibilities for the MBA's Calendar of Events were discussed due to the space on the calendar being limited. It was also recommended to put list certain events as TBD if they still had issues to be resolved in 2017. Zubair Khan also mentioned that Destination Delco was offering a new platform of digital advertising that the MBA would be taking advantage of in 2017.

**Meeting Adjourned at 7:48pm.**

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