

**Media Business Authority  
Board of Directors Meeting Minutes  
Tuesday January 10, 2017**

**In Attendance:** Bryan Messick, Debbie Pitt, Christopher Dougherty, Peter Bendistis, Courtney Rozsas, Frank Daly, Lisa Johnson, Zubair Khan, Deborah Shipley

**Absent:** Dan Lievens, Jack Cunicelli, Warren Kuo, Charlene Mulholland, Chris Swartz

**Guests:** NONE

**Meeting called to order at 6:15pm**

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

a. NONE

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

a. **December Minutes-** Frank Daly made a motion to approve the November minutes, Peter Bendistis seconded the motion, and the motion passed.

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

a. **Fourth Quarter Financials-** Debbie Pitt presented the Fourth Quarter Financials showing a net loss of \$765 for the 2016 year. She announced that the Gross Income received was up compared to the budget by \$23,000, but that spending for the year had also increased.

b. **Bills to be Paid-** Bryan Messick made a motion to ask for authorization to pay the bills for July, August, and September in the amounts of \$18,355.69, \$32,387.70 and \$29,787.29. Debbie Pitt made a motion to approve payment of the bills in that amount, Frank Daly 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 next Business Preservation Meeting was coming up on January 17<sup>th</sup> at Debbie Pitt's office at Wipfli.

ii. **Digital Marketing Campaign Seminar Series-** Nothing to report at this meeting.

iii. **Christmas Committee-** Christopher Dougherty complimented Charlene Mulholland on all of her hard work with all of the Holiday Decorating.

iv. **Merchandise Committee-** It was announced that the Merchandise sales were down \$3700 below budgeted amount, but that the sales were up around the holidays with the beer pints that were ordered selling out.

c. **Bryan Messick:**

v. **Promotions Committee-** Bryan Messick announced that the Comcast advertising would not be utilized again for 2017. He added that it worked for some, but not for others. Zubair Khan added that the Promotions Committee might decide to advertise with Digital Billboards again in 2017 as they had done in the past. Bryan Messick also announced that the Promo Committee would have no banners for the foreseeable future due to the construction going on at the banner sites around town. Lisa Johnson asked if other spots could be considered for the banner hanging. Zubair Khan also added that the MBA might want to consider footing the bill to fix the poles at the 252 & Baltimore Pike intersection. He reminded the board of the costs to fix the poles with labor and materials running at approximately \$4000 for the the total. It was also discussed that the MBA would own the poles. Bryan Messick also mentioned that the Calendar of Events would not have the holidays events on at the beginning of the year due to there being more events to list and not enough space.

- vi. **Dining Under the Stars-** Bryan Messick announced that the Mass Gathering Permit for Dining Under the Stars would be submitted in February. Courtney Rozsas added that the fees and any fines should be presented up front so there would be no surprises and everything would be clear. It was agreed that any issues that came up would not be addressed on the night of Dining Under the Stars, but rather they would be addressed at a later time. Zubair Khan agreed that the MBA wanted to work in harmony with the restaurants and have less stress and conflict for everyone. He also added that the MBA would meet with the Media Police and Mayor separately to address any needs for the upcoming season.
- d. **Warren Kuo: Food Festival-** It was announced that Food Festival for 2017 was scheduled for October 1<sup>st</sup> with a rain date of October 8<sup>th</sup>.
- e. **Courtney Rozsas: Media Restaurant Committee-** Courtney Rozsas recommended that the restaurants get together after Valentine's Day to make decisions regarding the upcoming Media Restaurant Week and to have cohesiveness regarding the dates being offered. Zubair Khan announced that a new Media Restaurant Association was being formed and that they might take over the Media Restaurant Week event as well as Bastille Day. Zubair Khan added that the MBA would support them in these events.
- f. **Jack Cunicelli: Farmer's Market / Short Term Parking Proposal-** Nothing to report at this meeting.
- g. **Dan Lievens/Kevin Schramm: IT/ Merchandising Online-** Tech Report distributed; not discussed at this meeting.
- h. **Christopher Dougherty: Holiday Stroll/ New Year's Eve Ball Drop-** Christopher Dougherty informed the board that the New Year's Eve Ball Drop was a huge success again this year with an estimate of 4,000-5,000 people attending. Lisa Johnson asked if there could be better arrangements in the future for clean up afterwards. Zubair Khan added that the decision had been made to have the clean up after the event, but that maybe it would be better to wait until early morning if more trash was being created overnight.
- i. **Frank Daly: Finance/ Christmas/ Recruitment-** Nothing to report at this meeting.
- j. **Chris Swartz: Recruitment Committee-** Nothing to report at this meeting.

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

- a. **Borough CDC Update: Signage-** Bryan Messick informed the board that the MBA would be writing a form letter as a reminder to businesses violating signage code. The Borough felt that this communication would be best to come directly from the MBA as a service to the businesses in violation.
- b. **SBDC Update-** It was announced that a meeting was taking place with the SBDC in the following week.
- c. **Nonprofit Reach Out Report/ The Media Theatre-** Bryan Messick announced the the MBA would be strengthening their partnerships and cross-promotion with various local nonprofits such as The Media Theatre, Hedgerow, MAC, Glen Providence Park and the CAC. Zubair Khan added that these groups could set up promotional tables at the various events throughout the year.
- d. **Committee Assignment 2017-** Bryan Messick asked the board to let him know if anyone wanted to serve on a certain committee or make any changes to their current assignment.
- e. **Mass Gathering Permits-** Bryan Messick announced that the list of 2016 Mass Gathering Permits was going to be presented to Borough Council early in the year for approval in order to be clear about anything that needed to be addressed up front. Frank Daly brought up the questions of insurance being included on all mass gathering permits.

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

- a. **Borough Update-** Lisa Johnson mentioned the board position renewals coming up for the year and asked if the individuals wanted to remain on the board. Zubair Khan also announced that the MBA would be looking to fill some board positions in the upcoming year.

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

- a. **December Report-** Zubair Khan announced that there was a new restaurant in the old Mrs. Marty's Deli location- Table 11 and also a new dessert place going in at South Jackson. He also announced that Iron Hill was temporarily closed for renovations.

Meeting Adjourned at 8:03pm.

Respectfully Submitted, Jack Cunicelli, MBA Secretary