

**Media Business Authority  
Board of Directors Meeting Minutes  
Wednesday February 15, 2017**

**In Attendance:** Dan Lievens, Jack Cunicelli, Christopher Dougherty, Courtney Rozsas, Charlene Mulholland, Frank Daly, Lisa Johnson, Zubair Khan, Deborah Shipley

**Absent:** Bryan Messick, Debbie Pitt, Warren Kuo, Peter Bendistis, Chris Swartz

**Guests:** NONE

**Meeting called to order at 6:17pm**

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

a. NONE

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

a. **January Minutes-** Frank Daly made a motion to approve the November minutes, Courtney Rozsas seconded the motion, and the motion passed.

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

a. **Treasurer's Report-** Bryan Messick announced that Debbie Pitt was busy with tax season and would not be giving a report this month.

**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 met and discussed various upcoming anniversaries for businesses to be featured in Town Talk's Hometown Corner. She also added that Widener's SBDC partnership with the MBA was underway with an upcoming Business Focus Group on Wednesday, March 1st at 8am.
- ii. **Digital Marketing Campaign Seminar Series-** Nothing to report at this meeting.
- iii. **Christmas Committee-** Nothing to report at this meeting.
- iv. **Merchandise Committee-** Nothing to report at this meeting.

c. **Bryan Messick:**

- v. **Promotions Committee-** Discussed throughout this meeting.
- vi. **Dining Under the Stars-** Courtney Rozsas and Jack Cunicelli brought it to the board's attention that the new Restaurant Association was interested in hosting some additional Saturday nights for Dining Under the Stars this summer. They also added that the restaurants wanted to give the retailers a chance to come out during these Dining Under the Stars events at no charge. Zubair Khan said that he feared this would dilute the Wednesday nights' Dining Under the Stars. Dan Lievens offered a suggestion stating if the Restaurant Association wanted to add these events and function under the MBA, they should get the retailers blessing first. Charlene Mulholland suggested they only have two Saturdays in the summer rather than multiple Saturdays, The future of Bastille Day was also discussed and Courtney Rozsas explained to the board that the restaurants wanted to take over this event exclusively and have it separate from Dining Under the Stars.

d. **Warren Kuo: Food Festival-** Zubair Khan announced that there were over 200 applications sent out for Food Festival and that the event had already brought in \$5500.

e. **Courtney Rozsas: Media Restaurant Committee-** Zubair Khan announced that one of the restaurants wanted a

P & L of Media Restaurant Week which was provided to him. Zubair Khan also noted that Jeff Smith had not notified the MBA of the change in the way Right-to-Know information was to be requested. Originally it had come through the Borough, but the MBA would now have the ability to give this information out themselves and would need an individual to serve as the Right-to-Know officer for the MBA. Zubair Khan also added that it was essential for the MBA to make sure they were completely transparent with the business community. Frank Daly also added that the MBA should ask the Borough for their Right-to-Know policy and that the MBA could adopt it. Christopher Dougherty made a motion that Zubair Khan be named the Right-to-Know officer, Jack Cunicelli seconded this motion and the motion passed unanimously. Courtney Rozsas also announced that Media Restaurant Week would be held from April 2-7th and that the new Restaurant Association that was forming was interested in taking over this event. Zubair Khan brought it to the board's attention that the MBA was still owed \$700 from the money they loaned for the website. Courtney Rozsas answered that she needed to understand who had already paid for the website.

**f. Jack Cunicelli: Farmer's Market / Short Term Parking Proposal-** Nothing to report at this meeting.

**g. Dan Lievens/Kevin Schramm: IT/ Merchandising Online-** Dan Lievens announced that the Rotary was interested in hosting an event on Front Street with beer and food trucks in the future.

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

**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. NONE**

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

**a. Borough Update-** Lisa Johnson participated in discussions throughout the meeting

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

**a. January Report-** Zubair Khan announced that he and Deborah Shipley had been meeting with sponsors and signing them up for the 2017 event season. Zubair Khan stated that the Roots Ramble and Blues Stroll lineups were being worked on and finalized. He also added the the Music Series website, as well as the Visit Media website, both needed upgrading and that they were in the process of considering what should be done for the future. Dan Lievens and Courtney Rozsas offered their assistance in advising on future website projects. Zubair Khan informed the board that the MBA should be okay with not getting any RFP's for these projects because the costs would be under \$10,000. Zubair Khan also announced that the MBA was in the middle of the yearly audit.

**Meeting Adjourned at 7:44pm.**

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