

# Media Business Authority Board of Directors

## Meeting Minutes

Tuesday, May 12, 2009

### Call to Order

In Attendance: Monika Rehoric, Zubair Khan, John Vizzarri, Jon Schaffer, Anthony Cavaliere, Drew Arata, Candice Caprice, Amy Bullock, Chris Dougherty, Kevin Schramm, Bobbie Dallas, Lynne Green, Monica Simpson, Tom Hibberd

Absent: Warren Kuo, Peter Bendistis, Dan Brodeur, Ed Lawlor, Rachel BenAri, Harry Havnoonian.

Guests: Paul Patchel, Andrea Linvill, Jean Leone

Call to Order: 6:52

1. Approval of Minutes: Motion to approve April Minutes: Drew Arata , Seconded: Anthony Cavaliere
2. Public Comments: . Welcome to Jean Leone (One or Two of a Kind) new location.
3. Approval of Treasurer's Report: Motion to approve April's report: Anthony Cavaliere Seconded: Jon Schaffer
4. Borough Liaison's Report:  
There is an amendment to the open container policy coming for vote. For any event like DUS or Brewfest, no open container can be taken from the location that you purchase to another location. There is a suggestion that notice be posted on door of any facility serving. Suggestion was made to uniform the language.

Welcome to the new Board member. Jon Schaffer

5. Committee Reports by subject area:
  - a. Events
    1. Music Series – Roots Ramble went well. Beautiful weather. Probably increased the crowd 15%. Musically went well. Budgetarily we are still accounting for outstanding bills. We will be in the black.  
If anyone has any leads for fundraising please let the MBA office know. Program books are available to give leads and ideas for potential contributors. We booked a hot new Blues artist Gina Sicilia to play at Picasso. Johnny Rawls will be headliner at the Media Theater. Southern Soul music. Along the lines of Wilson Pickett and Otis Redding.  
  
It was asked why the restaurants are still paying just 50%. Originally it was set up like this to get the event off the ground. Now that it is established, shouldn't they pay a larger amount? The reason we don't do that now, by sharing the cost, we maintain control of the acts. If they are booking their own acts, they will not have the better acts and the event could fall apart.

The importance of keeping a better relationship with the restaurants outweighs the benefits financially.

The suggestion was made to reach out to bars specifically to increase ad sales.

2. Dining Under the Stars - Starts tomorrow. The May is a soft opening – no charges. June – September \$200 per restaurant per month with liquor license, \$100 per month for restaurants without liquor licenses. Some places got their extended license from LCB some didn't but the Borough was very supportive in assisting in this effort.

It was suggested that word of mouth be increased. Flyers are going out to people when they get their checks at restaurants. Notice has been distributed far and wide. Kenny's Flower Shop is sending a notice with flower deliveries. Many thanks to those who contribute. It was suggested that the lights along State Street be turned on and off. It costs \$130 each Wednesday. Suggestion made to have someone sponsor the lighting of the town.

Question was raised if folks could "rent" the use of the sound system.

Motion made to develop a music advertising fee schedule made by Drew Arata, seconded, Anthony Cavaliere.

3. Holidays – Carriage Rides cost \$1500 per night. Citibank has done that in the past. This year, we are looking for sponsors. New Years Eve band over the last few years was Philly Gumbo. They have requested again to play. We need to have better accommodations for the band to play. The suggestion was made to speak to Taylor Rental and ask for sponsorship.
4. Antiques Day – Working on it. Ad completed. Meeting with Car show people. Suggestion made that it be juried. In effect, it was. Suggestion made to bring cars on the street if there aren't enough vendors. Suggestion made to consolidate the vendors. Jon Schaffer offered to contact vendors at his parent's business Ardmart.
5. Food Festival - Moving along. Applications are out to restaurants and crafters. Moving along. Main Line Magazine is donating an ad. Ad space reserved in many publications. Question raised – do we know where we draw restaurants from? MD, Philadelphia, NJ, Main Line. The suggestion was made to encourage restaurants that attend to promote Media. Question was raised as to why we are charging less for a vendor space for crafters for this than the Antiques? The price was set because of going crafter rates. We are also trying to cultivate a higher quality crafter display. It was suggested that we look at the pricing schedule. Motion was made to have fees brought to the Board for approval. It was suggested that more Board members serve on committees.
6. Trash and Recycling – No report.

b. Promotions

1. Merchandising – We have license plates. Mugs are being made.
2. Technology – Swapped out the Roots Ramble ad for the other music events. Committee would like to start to sell items.
3. Advertising – DUS will pick up their own schedule. Jon Schaffer is looking in to a barter program – ads for gift certificates. Board was reminded that we need to maintain our "branding" when undertaking any new option.

Monica Simpson made announcement. Fair Trade “Prom” this Saturday please come out. June 19<sup>th</sup> is 30<sup>th</sup> anniversary of the Media 5 Miler.

4. PR Search Report – Committee met with PR firms for ½ hour interviews. Liked several. Committee will make a report next month. Interviewed a cross section of types of firms.
- c. Logistics
  1. Welcoming Committee – Considering the PDF vs. electronic version. Document is nearing completion. Can we target for a presentation next month?
6. New Business
  - a. MBA Board Member Resignation – Two member resignations, Kathy McGehean Motion to accept: Tom Hibberd seconded Anthony Cavaliere and second Roger Ricker. Motion to accept: Bobbie Dallas second Amy Bullock.
  - b. Cap number of Board positions. – It was suggested that it would not make sense to limit the possibility of having a new business owner who is enthusiastic to join and lend their manpower. It was suggested that we utilize the committee level more. It was suggested that the foundation of the Board be more organized. Resolution tabled until the July meeting.
  - c. Associate Membership to MBA Discussion of pros and cons. Discussion about creating a structure. Create an expectation list. Maybe we should be looking to other successful Business Authorities to see what works for them. Create a packet for new members with the Houston Report in it. Give to all members.

Motion to determine a price for associate membership and guidelines. \$200 annually. Just listing on website. Criteria will be drafted Motion made to strike the last vote. Motion rescinded. Seconded.

Motion made to get Houston report and schedule a workshop.

7. Old Business None

### Adjournment

Our next meeting will be held in the Borough Hall on Tuesday, June 9, 2009 at 6:30 pm.

Respectfully submitted,  
Anthony Cavaliere, Secretary