

# Media Business Authority Board Meeting Minutes February 20, 2008

In attendance: Monika Rehoric, Ed Lawlor, Lynne Green, John Vizzarri, Anthony Cavalieri, Zubair Khan

Absent: Bill Gross, Warren Kuo, Rachel Benari, Roger Ricker, Kathleen McGeehan, Harry Havnoonian, Chris Pavlou, Tom Hibberd, Drew Arata, Monica Simpson, Pete Bendistis

Guest: Andrea Linvill, Paul Patchel, Amy Bulloch

The regular meeting of the Media Business Authority Board was called to order at 6:43 P.M.

Minutes: Minutes not approved due to lack of quorum.

Treasurer's Report: None due to attendance.

Director's Report:

Zubair received a letter from the Wachovia complex requesting permission to rename State Street to Sesame Street for one day. They are promoting an event that will be held at the Wachovia Center. They would like to bring characters and cover the State Street street signs with Sesame Street banners. They will bring press to Media. Board supported idea.

Zubair received a letter from a choir group from Suffolk, VA stating that there is a choir competition being held in Philadelphia. This group is coming to compete and would like to come to Media and perform on Sunday, April 20, 2008 at noon. Board welcomed the idea.

Weichert Realtors requested permission to host an Alex's Lemonade Stand during the Great Media Garage Sale day. The Realty office would man this stand as a community service effort. Discussion regarding the potential location for the stand ended with several ideas and support of the effort.

The Borough of Media sent a letter informing the MBA of a request for a Mass Gathering Permit from Iron Hill Brewery. They are applying for their Brewfest on Saturday, May 19<sup>th</sup> from 7AM to 7PM. They will close State Street and the parking lot adjacent to Iron Hill. They set up snow fence, hire police to patrol and offer Live Music. Iron Hill made a generous contribution to the Media Youth Center as a result of this festival. Zubair explained that in prior years, store

owners affected by this closing have voice their displeasure to him. They experience a decline in business and customers have a hard time getting to their businesses. Zubair spoke to Jeff Smith and suggested that the Borough send a letter to the area businesses of this request and this letter was sent. Zubair mentioned that he was grateful to be informed of this permit request. Ed Lawlor inquired as to the reasoning of having the event on a Saturday when a Sunday gathering would have a great deal less impact on the other businesses. Discussion resulted in the suggestion of requesting a day change and continued better communication with business owners. Monika Rehoric also requested that our Event Guidelines be sent to Iron Hill. She requested that the MBA stay in close contact with the Borough.

Media Arts Council had a Bastille Day committee meeting that Monika and Zubair attended. Last year, State Street was closed from Olive Street to Jackson Street for the event. Zubair brought up that only 2 businesses came out for the event and wondered if closing the whole street was warranted. Zubair asked MAC to go to all of the businesses on the street and obtain permission for the street closure and invite participation. Ed Lawlor again wondered about having any events requiring street closures on Saturdays. Last year, the MBA donated \$750 for the band for the event and a request was made again this year. Zubair explained that there has been a change in the financial status of the MBA and this donation might not be possible. It was recommended that the MAC attend the MBA Board Meeting on March 11<sup>th</sup> to continue discussion.

#### President's Report:

Monika Rehoric (President) and Dan Brodeur (Vice President) met to establish some goals for the MBA this year. (Goals Attached)

#### New Business:

Amy Bullock from a new business in town Starry Eyed Optical introduced herself and was welcomed by the Board.

Paul Patchel reported that the Music Series preparation was progressing well and requested support from the Board for fund raising. Monika informed the Board that all Board Members need to participate in calls to increase sponsorship support. Paul asked Monika to contact Bob McMahon and Frank Daly to assist in these calls as they have offered in the past to make some calls. John Vizzari inquired about "naming" possibilities for full event sponsorship and Paul said he was working in that direction.

Zubair requested a credit card for the MBA to cover expenses such as office supplies, business lunches etc. Monika asked that he figure out what spending limit he needs and brings this information to the next board meeting for approval.

Monika reported that the Media Theater was interested in helping to fund raise for the MBA by hosting an evening during the Buddy Holly series. Tickets would be provided for a reduced rate to be sold by the MBA. A percentage of box office sales would also be contributed. Dan Brodeur suggested a catered VIP event before or after. Monika was waiting for a letter from the Theater outlining the details and we will proceed from there.

Dan Brodeur suggested that we consider a fee for membership to the MBA to add credibility and a sense of inclusion to the group. He mentioned that participating businesses could have a window sticker for their shops showing participation.

Since a quorum was never established, no further business was conducted.

Meeting was adjourned at 8:45 PM.

Respectfully submitted,

Andrea Linvill  
MBA Administrative Assistant