



MBA Board Meeting Minutes, July 27, 2021

Board Chair Frank Daly called the meeting to order at 6:32 pm.

In Attendance: Heather Arata, Ed Blanchard, Ally Britton, Don Connolly, Frank Daly, Tim D'Ignazio, Dave Fairman, Laura Graham, Lisa Johnson, Dave Krull, David Sibley, Michael Straw.

Absent: Paul Maranka, Brittany Scharr

Guest: Tara Duke, owner – Off The Rail Media

Consent Agreement: H. Arata motion to approve June Minutes, Financial Report, Social Media Report. T. D'Ignazio asked if consent confirms the June documents previously distributed, the answer was yes. The Board is ratifying items that happened in the past, will discuss current items in the financial report. Unanimous approval.

Comments from the Chair – F. Daly reported on the great reception for Z. Khan in June, many came to express thanks, and many were graciously recognized. \$1,000 presentation in Khan's name given to the Library and the event still netted over \$1,900 positive income.

Treasurer's Report – F. Daly inquired about 'Gusto' – it is payroll processing service. Discussion followed about unpaid bills and authorization was given for payment. T. D'Ignazio indicated the direction of cash flow is in a downward trend, discussion followed indicating partly due to PayPal snag which tied up income that did not appear on the June reports.

Secretary's Report – D. Sibley announced the official cancellation of the August Food Truck event due to restaurant staffing shortages and a current trend toward the catering model (payment in advance) for food trucks.

A 5-level fee structure was developed for DUTS exhibitors (as approved at June Meeting). Selling of merchandise will not be allowed and no direct competitors with Media-based businesses. A more formal report will be presented at the August meeting. Discussion of continuing DUTS October through December. If we do, we will need to charge the participating restaurants because our costs have increased. No decision now, will discuss at August meeting.

D. Sibley motion that MBA take over Santa's Parade. A discussion followed with description of the event and finances. E. Blanchard motion to table a vote until August meeting contingent on a written budget proposal. M. Straw motion to un-table the vote, passed with one opposed. Vote on MBA adopting Santa's Parade passed with one opposed. A budget will be presented for review prior to the August meeting. The parade permit has been approved for Sunday November 28.

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Retail Perspective – H. Arata indicated she has spoken to Media business owners encouraging to register now for Town Talk events in the Fall because registrations may fill up and to take advantage of local discount pricing.

Paikoro Botanicals was named 'Best of Philly'. Bakery on State Street is shooting for July opening but has had some delays with renovations and other preparations for the location.

Restaurant Perspective – D. Sibley asked about November Restaurant Week. Need opinions from restaurants. Will discuss further in August.

Executive Director - D. Fairman reported that Chase bank is considering August DUTS sponsorship, and M&T Bank is considering September. CRM decision – it is likely that Maestro is the economical choice for our purposes.

The Main Street America Four-Point Strategy is a proven strategy used nationwide and is recommended for MBA by D. Fairman. It will provide structure and guidance and will provide funding and grant opportunities. E. Blanchard motion to adopt the Four-Point Strategy. Unanimous approval.

Discussion of NYE Ball Drop – should we proceed? Consensus among the Board that this is a popular event and we should proceed with planning. Discussion followed that some aspects need to be reinvented to assure coverage of costs. D. Fairman will prepare Mass Gathering Permit and speak with previous partners to determine involvement this year.

Open Discussion – Rack cards with the Calendar of Events should be re-started supported by advertising. Any event with MGP that will close streets should be listed regardless of whose event it is.

M. Straw motion to adjourn; unanimous approval at 7:50PM.

Next meeting August 24, 6:30 PM – at Media Borough Hall.

Prepared by David Sibley, Secretary. 7/31/2021