



MBA Board Meeting Minutes, November 16, 2021

Frank Daly called the meeting to order via Zoom at 6:31 pm .

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

Absent: Paul Maranka, Tim D'Ignazio

Consent Agreement: M. Straw motion to approve October Minutes and Financial Report. Unanimous approval.

Comments from the Chair – F. Daly reported that Media Arts Council will be relocating to 11 E. State Street. Expressed congratulations on the move.

Comments from Vice Chair – H. Arata indicated that Luxe Styles will be taking over 15 E. State (formerly Local) – no word on timing. Bakery hoping for a December opening. Santander Bank has merged branches and vacated Front & Orange Streets location. Bryn Mawr Trust will be moving out of State Street sometime in the near future as a result of merger with WSFS.

Treasurer's Report – F. Daly commented we're on track as expected with budget and finances. D. Fairman feels confident with where we are at this time.

Restaurant Week – D. Sibley reported Fall Restaurant Week was very well received, bringing in about \$1,800 with very little associated expense. May consider different tiers of pricing for different businesses.

Holiday décor and activities – H. Arata worked on bows and wreaths and thanked volunteers and all who helped with that project. Everything is now in working order although it was more involved than anticipated. 23 Lamppost sponsorships sold (\$200 each) – pleased with the outcome of that campaign, thanks to Lisa Johnson and Council for helping make that happen. Special events in conjunction with holidays will be listed on VMPPA website. Plans include life size snow globe, school and other music groups performing, Stateside Popup Bottle Shop (potential cross promo with Luxe Styles Salon). Nolan Painting powerwashed the Plum Street wall. 12' tree from Linvilla will be in the fountain – public works has been helpful in planning and executing extra decorating. Miniature trees will be placed in the street corner planters. Potential participation from Hedgerow is in the works. D. Sibley suggesting selling MBA merchandise during holiday time. Small Business Saturday materials have been received and there is enough for ten shops.

Santa Parade – Plans are in good shape for November 28 – several sponsors have been obtained, next year will have better results with more time to recruit. The Committee has done a good job.

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New Year Ball Drop – D. Fairman met with Dean Keyes, he will arrange for the crane. DJ has been hired. George Smith is creating the numerals for the year. Plans will be coordinated with Police and Public Works. Need to determine parking guidelines, timing, etc. Also notify tenants in the closure area.

Music Series – E. Blanchard had a good meeting with MAC to discuss options going forward. MAC, Parris Bradley and MBA all want to be involved. A budget discussion was requested.

Executive Director Report – Written report distributed. Carriage Company is having some scheduling complications. Rides were offered on some Wednesdays historically – would consider weekend afternoon if schedule requires it. Sunday probably preferred due to lighter traffic conditions. Advance tickets will be required, likely a flat fee per ride regardless of the number of passengers. Signup Genius planned for taking reservations.

Borough Liaison – L. Johnson no report – F. Daly inquired about MBA request for funding, L. Johnson replied the request is still in there.

New Business – B. Scharr reported receiving approval for a 501c3 status for her Be the Joy Foundation to collect gifts for restaurant workers. Anticipate activity by the end of November.

E. Blanchard pointed out the Sterling Pig gift pack idea, combining several businesses in a single gift pack. Great potential idea for the future to involve a variety of businesses.

The Gift Card Marketplace is still up and paid through the end of the year – some promotion is needed to increase activity.

M. Straw indicated intention to renew Board Seat for another term.

H. Arata motion to adjourn; unanimous approval at 7:18PM.

Next meeting December 28, 6:30 PM

Prepared by David Sibley, Secretary. 12/7/2021