



MBA Board Meeting Minutes, December 28, 2021

Frank Daly called the meeting to order via Zoom 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, Elizabeth Romaine, Brittany Scharr, David Sibley, Michael Straw.

Absent: Dave Krull, Paul Maranka

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

Comments from the Chair – F. Daly thanked L. Johnson for her counsel to MBA especially during the search for new Executive Director. L. Johnson replied she was glad we found Dave Fairman. She appreciates the hard work done by the MBA, and hopes MBA gives as much attention to E. Romaine.

F. Daly welcomed E. Romaine with the expectation as the next Borough Council liaison. E. Romaine replied she is happy to sit in on the meeting and hoping to support the MBA and looking forward to helping businesses in Media.

Comments from Vice Chair – H. Arata reported that unfortunately Xscape the Room closed permanently 12/11. Overall, retailers did fairly well during the holiday season. Some stores and restaurants have added mask requirements. Asked if the giftcard website has any borough gifts left and to see if there is anything we need to do. Decision needed in January about continuing the page. Bakery renovations are still underway – will not open in December as hoped but renovations look good.

Treasurer's Report – T. D'Ignazio commented that the budget numbers on the report look a bit off due to Borough payment timing and higher than usual spending for holiday happenings but generally things are on track and in good shape.

Holiday décor and activities – H. Arata indicated that decorations have received compliments and no complaints. There was a bit of trouble with wind, and some issues with decorations disappearing. The 'selfie' banner and carriage rides were a hit. H. Arata thanked those who helped with planters and other decorations.

Santa Parade – D. Sibley reported the November 28 event went smoothly. The 'Parade Committee' funds will cover the shortfall between expenses and MBA sponsorships, i.e., \$1,182 at minimum. D. Sibley expressed hope that the parade would not just 'break even' and that the contribution may be higher. F. Daly conveyed that he is happy the Santa Parade is now partnering together with the MBA rather than separately.

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New Year Ball Drop – D. Fairman described a lot of back & forth this week, but it looks like things are set. The next few days, D. Fairman will handle planning and publicity, working closely with the Health Department, MBA Board, County, Borough, etc.

Executive Director Report – Written report distributed. D. Fairman wished those in attendance Happy Holidays, hoping for a prosperous week. Thanked L. Johnson for her advocacy. M. Straw inquired about the potential new businesses mentioned in the report, D. Fairman replied one is a marketing/independent retailer, and one a specialty chocolatier. This was just one of many discussions of this sort expected going forward.

Discussion followed regarding 2022 Board meeting dates, possibly combining November and December into a single meeting. It was determined that the bylaws require a meeting every month. D. Sibley motion to vary from the usual fourth Tuesday by holding meetings November 15 and December 13, 2022 in order to avoid holiday conflicts. Unanimous approval. L. Graham wondered about the possibility of meeting in-person and suggested following Borough Council policy of in-person vs. virtual meetings. Discussion of meeting in a larger room to allow distancing. D. Fairman will inquire with Borough about options.

D. Fairman gave an update on the proposal about plastic shopping bags by the Environmental Advisory Committee following the example of other nearby areas. D. Fairman indicated this will require several meetings with several entities involved, and potentially a year in the making. It should be a gradual phase-in without penalties, including specific recommendations for alternatives to plastic and a publicity campaign. Larger corporations with local stores will be hard to deal with but the committee is following other examples that have worked well.

Borough Liaison – L. Johnson reported that the 2022 budget was approved including the MBA increase that was requested. L. Johnson commented that she will still be a resident and willing to help. M. Straw expressed personal thanks for support. Many echoed that expression of thanks.

New Business – Discussion of nominations and the creation of a nominating committee that will present a slate for vote at January meeting. F. Daly indicated he will serve until the position is filled. Nominating committee formed consisting of H. Arata, M. Straw, D. Connolly, L. Graham, F. Daly. Meeting/discussions will be held in advance of the January meeting.

M. Straw motion to adjourn; unanimous approval at 7:27PM.

Next meeting January 25, 6:30 PM

Prepared by David Sibley, Secretary. 12/29/2021