



MBA Board Meeting Minutes, April 27, 2021

Heather Arata called the meeting to order via Zoom conference at 6:03 pm .

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

Absent: Frank Daly, Paul Maranka

Guests: Drew Arata.

Lacking quorum, agenda began with:

Executive Director's Report: D. Fairman reported organizational structure for committees and assignments not completed yet, will be presented at May meeting. Attended National Main Street America conference and will share appropriate information with local businesses. Supplementary materials will be available online all year. H. Arata also attended and reported on her impressions. D. Fairman will be attending New Manager training in the near future – looking forward to the different perspective of that organization. Outdoor dining form revised and sent to restaurants, also hand-delivered. So far 8 restaurants have replied, follow-up planned this Thursday in advance of the May 1 deadline. Connection made with Rafferty Subaru who agreed to \$5,000 sponsorship for 2021 season – May 5 will be their first appearance during dining. Corvette Club inquired about appearing, will begin May 5. Connection made with Thomas Chevrolet to propose sponsorship. Initial contacts have been made with FMFCU, BB&T, WSFS, Meridian and the new Chase branch for sponsorship opportunities – need to determine what they 'get' in return (outdoor dining? Holiday support recognition?). T. D'Ignazio indicated interest from Iron Workers as well. Revised budget updates underway, A. Lindemann has been helpful; gathering historical info and will follow up with Finance before May meeting. Distributed information to restaurants about grant opportunities and other information. Discussion with K. Taussig-Lux (Borough grant writer) about wayfinding and other programs, with special attention on 'Downtown' DCED designation as the goal. For Restaurant Week, each business in the downtown district received window signs. D. Fairman conducted 1.5-2 minute interview on Fox29 promoting Restaurant Week and showcasing Spasso renovations. Visit Delco PA and Visit Philly websites also highlighted Restaurant Week. Discussion with Penn State Brandywine chancellor – good conversation and eager to collaborate. May revisit Lion Cash program to consider options and opportunities for local businesses. Prepared descriptions for Delco Times and County Lines Magazine about outdoor dining plans and explaining the details with an emphasis on safety. This week Boro Code Enforcement will be out to check setups and advise on compliance – restaurants were notified to communicate this information in advance. Participated in another CRM demo, getting close to making a decision.

March 23 Minutes: Motion to approve March 9 Minutes made by M. Straw; Unanimous approval.

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New Board Members: D. Krull motion to affirm D. Connolly to the MBA Board. Unanimous approval. M. Straw motion to affirm B. Scharr to Board. Unanimous approval.

Treasurer's Report: T. D'Ignazio reported comparing Workers Comp quotes. EIN letter received and distributed. Regarding sales tax exemption, will ask F. Daly for advice and next step. Food Festival 2020 deposits different than outdoor dining – '20 payments for dining will be credited to 2021. Six restaurants paid for some or all of 2020. D. Fairman to confirm if each wants credit for 2021 or leave it as a donation with a thank you gesture/recognition. Coordination with A. Lindemann will be needed. A new Quickbooks account has been started to help organization going forward. Audit to begin next month, we'll need to answer related questions. Review of 1st Quarter income and expenses. Motion by H. Arata to approve March Vendor Summary – unanimous approval. Discussion of unpaid bills. 8/17/2020 invoice from Public Works needs further information. L. Johnson suggested discussing with B. Foreman, D. Fairman to ask. Discussion of S. Gaboriault invoice from 2018 and explanation that check was written from an account that got closed – agreement that the amount is due and should be paid. Discussion about Police charges for personnel on dining nights. Motion by M. Straw/amended by H. Arata to approve 3 bills and hold 8/17/20. Unanimous approval.

Communications: D. Krull reported getting office tech in shape. April Social Media report (3/21-4/27) showing good activity – top posts Restaurant week and Couple gets engaged at Plum Street Mall.

Suggestion by D. Fairman that high visibility 'success stories' share their recommendations to other businesses – both restaurants and retail.

H. Arata & A. Britton – not much to report, but it is time to start planning for Small Business Saturday and setting up to be 'Neighborhood Champion'. MBA gets extra materials to share with the businesses.

M. Straw had a meeting with MAC and Friends of Glen Providence Park to discuss options for July 4th outdoor movie. The cost would be about \$1,100. Boro Rec Committee may contribute a few hundred. Additional donations will be needed to make this possible. Further details will be presented in June. Discussion of the benefits to businesses and/or sponsors as well as being a good community event.

Pride events – committee met and decided this year must go virtual. Weekend of June 25-27 expected, giving businesses the whole weekend to provide specials and promotions.

D. Sibley reported outdoor dining and Restaurant Week are ongoing as discussed earlier.

D. Arata reported the MBA 2nd floor office renovation is basically done – a few items remain that need a decision. 3rd floor office and basement storage are close, with a few items remaining.

L. Johnson reported no request yet for funding assistance for police coverage at outdoor dining. Discussions with Chief trying to determine the number of officers needed per night. He recommended 2-3 per night. Perhaps the quantity can vary based on the number of attendees expected. D. Fairman will develop plans for placement of sponsors, etc with special attention on safety and emergency planning – will consult with Jim Jeffery when he visits 4/28.

M. Straw motion to adjourn; unanimous approval at 7:28PM.

Next meeting May 25, 6PM.