



MBA Board Meeting Minutes, March 9, 2021

Bryan Messick called the meeting to order via Zoom conference at 6:03 pm .

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

Guests: Anne Lindeman, Lauren Avellino Turton, Brittany Scharr, Don Connolly.

February Minutes: Motion to approve February Minutes made by T. D'Ignazio; Unanimous approval.

New Board Members: Borough Council approved E. Blanchard and L. Graham for Board seats. D. Sibley motion to affirm E. Blanchard, D. Krull second. Unanimous approval. M. Straw motion to affirm L. Graham, P. Maranka second. Unanimous approval. The new members were welcomed to the Board.

Introduction of Guests:

Brittany Scharr – Resident of Media. Created a fundraiser to give \$100 gifts to restaurant workers during the shutdown. To date has raised nearly \$30,000. She has good familiarity with the restaurants and staff in Media.

Don Connolly – 10 year resident of Media, former small business owner, interested in being involved with the town and with business owners.

P. Maranka motion to present both to Council for Board seats. T. D'Ignazio second; unanimous approval.

Board members introduced themselves to the new members and guests.

Executive Committee nominations:

D. Krull nominated a slate of F. Daly - Chair, H. Arata - Vice Chair, T. D'Ignazio – Treasurer, D. Sibley – Secretary. Motion to close nominations by M. Straw. Motion to accept the slate by L. Graham, M. Straw second. Unanimous approval. The Board thanked B. Messick for years of service as Board Chair. F. Daly thanked the Board for the opportunity to serve as Chair.

Treasurer's Report:

A. Lindeman conveyed the urgency of getting EIN for the MBA to process payroll for the Executive Director. F. Daly will assist with this. Form 100 needed as well, A. Lindeman asked T. D'Ignazio to prepare this. We will need to get sales tax exempt status under the new EIN. Motion to approve bills for payment made by D. Sibley, L. Graham second; unanimous approval. Discussion of checking incoming mail and transferring invoicing to electronic billing wherever possible. MBA merchandise inventory is underway, some information about cost of goods is needed. Some 2020 record cleanup remains, budget itemization, etc.

March, 2021 Minutes – Page 2

Discussion of balance sheet entries, inventory, furniture and assets. Drew Arata will be asked to review the value of any furniture in the offices.

Executive Director Report: New MBA mobile phone has been set up. Investigating some other new technology needs. D. Fairman has had introductory conversations with Board members, and made connections with Borough, PA Downtown Center, Delco Chamber, Visit DelcoPA, MAC and other community figures, as well as some business owners. Recurring theme is that clear communication needs to be a priority. PA Downtown confirmed MBA has valid membership through June 2021. D. Fairman will participate in training program in May. Participated in two CRM demos for record-keeping software. There is a need for recruiting volunteers and for a volunteer coordinator. There is a need for an organized committee structure within the MBA.

Music Series: F. Daly reported all events are still on hold so nothing is planned for the music series at this time. The loss of the music series founder and leader is a challenge we'll need to work on.

Communications: D. Krull reported a search is on for a record-keeping tool to organize businesses, property owners, etc. MBA is shopping for office equipment/technology. L. Turton reviewed the February Social Media report – outdoor dining is a popular post topic. A press release about outdoor dining was sent to local press and already two TV stations have expressed intent to attend the first night (3/10/21). 365 Days of Kindness is also a popular post topic.

H. Arata reported the opening of Paikoro Botanicals and Boutique on Baltimore Ave. She contacted Larry about the Gift Card Marketplace, some of the Borough employee funds have not been cashed in and a decision will need to be made.

Holiday decorations: some of the recommended purchases have been discontinued so the order was adjusted. Decided to order nylon bows (instead of vinyl). We'll re-use some of the existing wreaths for one more year to keep the purchase of decorations within budget. Order placed for \$3,120 placed, order arriving shortly.

M. Straw: Media Food Bank – collection boxes are in four restaurants and the donations have been plentiful. M. Straw has been delivering to the Food Bank. Discussion of setting an end date – End of March suggested.

Discussion is continuing about possible outdoor movie at Glenn Providence Park for 4th of July. Dependent upon gathering restrictions.

Pride events - considering options. May be more like the first year's event rather than a larger event.

D. Sibley: Reported website updates for MBA, VisitMediaPA, and restaurant week. Pennsylvania CHIRP grants for restaurants applications open March 15 – email went out to all restaurants. In February MBA applied for CDEC grant for \$50,000.

Outdoor dining – first street closure March 10, all businesses notified of the times and dates. There will be a need for volunteers for dining nights. P. Maranka suggested a message on restaurant folios offering reciprocal discounts between retail and restaurants. Board consensus for no charge to participating restaurants for March and April, but fees will begin in May. Fees will help offset MBA expenses for police presence, towing charges and other costs. B. Scharr offered to be spokesperson with TV and other press if requests come in.

Restaurant week will be April 18-30. D. Fairman suggested no charge to restaurants in April. We will also encourage takeout and delivery. We will distribute restaurant week art to restaurants and

March, 2021 Minutes – Page 3

encourage consistency in materials. H. Arata motion to waive fee for April, D. Sibley second; Unanimous approval.

Other Business: Drew Arata has been working on cleaning and organizing the MBA office. Preparations continue.

Motion to adjourn by M. Straw, E. Blanchard second. The meeting adjourned at 7:33 PM.

Next meeting March 23, 6PM.

Prepared by David Sibley, Secretary. 3/10/2021