



MBA Board Meeting Minutes, September 28, 2021

Frank Daly called the meeting to order via Zoom at 6:35 pm .

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

Absent: Ally Britton, Paul Maranca, Brittany Scharr

Consent Agreement: H. Arata motion to approve August Minutes and Financial Report. Unanimous approval.

Comments from the Chair – F. Daly announced that his term expires in December, and he does not intend to renew but very interested in being involved in the 501(c)(3) transition. The recent walking tour with Congress Rep. Mary Gay Scanlon was nice and important for Media. Purchase of the PNC building was confirmed, and this is a good sign for State Street. Also commented that the Executive Director has been very busy, and he's been very impressed.

Comments from Vice Chair – H. Arata reported that unfortunately, LOCAL Home & Gifts, 15 E. State Street, closed this week. The rent was about to be raised and continuing would not be feasible. D. Fairman talked extensively with ownership and learned that it has been in the works for some time. MBA will strive to work with the new property owner. H. Arata commented that the Bakery (29 W. State Street) is hoping for a December opening. Game On State's (31 W. State Street) goal is to be open by Halloween.

Treasurer's Report – F. Daly inquired how the MBA lost \$16,000 in one month? It was explained that the August financial report indicates no receipt of support from the Borough, but there were two deposits made in July. Also contributing to the situation is that many DUTS payments were made in full in the Spring and those funds are being spent now for ongoing DUTS expenses.

Events Update – D. Sibley thanked the groups and individuals that have helped with Dining Under the Stars setup all year. The Philadelphia Flyers expressed interest in a 'Town Takeover' event but will not confirm until Thursday, 9/30 – the event would provide opportunities for business cross-promotion. MBA will have a 'bonus' DUTS on Oct 6 as a makeup for weather cancellations, and there will be no charge to participating restaurants. Media Restaurant Week will be Nov 7-13. Participating restaurants will be charged a fee – in the past the cost was \$150. Consensus to keep the price steady for November.

Holiday décor and activities – H. Arata said the group is working to determine responsibilities and spending. FMFCU may do an outdoor backup plan for Santa's Village at the Spasso deck. The Holiday group met at the Olive Street Garage to review the decorations and start a plan for replacing bows and other decorations. Decorations will include the possibility of sponsorships which may provide opportunities for new elements. Discussion of purchase of a lighted tree for Plum Street Mall. Working with Public Works on this concept.

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Santa Parade – D. Sibley reported that the parade will follow a four-mile traveling route for safety reasons without any street closures. Discussion of a possible pass up State Street at the end of the route.

New Year Ball Drop – D. Fairman expressed the same safety concerns about a New Year event. The idea of a third party running the event is fairly costly. Not sure about changing the event this year, but also unsure about repeating past setup and drawing a large crowd in a small area. Concern was expressed about losing momentum with events if everything gets cancelled. Question arose why cancel Santa's Parade but proceed with NYE? There is no guidance about outdoor events. D. Fairman will compare previous cost and setup details and determine options for an event.

MBA Committees – L. Graham presented a proposal based on Main Street America 4-points. Description of the proposed committees with consideration of time constraints and areas of interest among the Board. Will continue organizing and setting up the structure, while prioritizing the needs and skills that exist. Committee structure will be an ongoing process that changes and adapts according to needs.

Executive Director Report – Written report distributed. Discussion of DCCC employee recruitment program. Also talking to Penn State and Widener. The programs may provide opportunities for Media businesses.

Borough Liaison – L. Johnson will present the decoration sponsorship request at the October Workshop meeting. The concept would generate income to cover holiday expenses.

Open Discussion – Discussion of MBA Holiday mixer – possibly consider an outdoor event?

T. D'Ignazio indicated 2022 budget preparation is underway – budget needs to be presented to Council, looking for suggestions.

M. Straw motion to adjourn; unanimous approval at 7:38PM.

Next meeting October 26, 6:30 PM

Prepared by David Sibley, Secretary. 10/1/2021