



## **MBA Board Meeting Minutes, February 9, 2021**

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

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

Guests: Anne Lindeman, Lauren Avellino Turton, David Fairman, Zubair Khan, Ed Blanchard, Laura Graham, Karen Theveny, Nicola Difronzo-Heitzer, Hoi Michael Cheung, Neil Lagreca, Mark Paikoff, Janelle Hoole.

### **Guest Presentations:**

Penn State LionCash Partnership. Penn State has 100,000 ID cardholders in PA, 1,312 in Delco. Cardholders can use their card to make purchases at participating businesses. The partnership supports businesses through advertising and marketing initiatives that facilitate spending off-campus by students and staff. The PSB team is looking for a contact through MBA to contact businesses. Discussion followed about the procedure; there is a \$550 startup fee. Penn State Gold is a phone app that can also be used.

Penncrest Prom. Traditionally the AM Prom is a safe, post-prom event held at the school. This year an outdoor Prom/AM Prom will be held May 22. The committee is asking for support from businesses rather than asking for donations. Interested in setting up a method for central gift card purchases for parents. MBA will determine process and respond. A. Britton indicated willingness to assist with this. Upcoming events include Quizzo Feb 27 and Fashion Show Apr 10.

### **Introduction of Guests:**

Ed Blanchard – prospective Board member with entrepreneurial background. Presented to Council for February meeting.

Laura Graham – prospective Board member with local background and an interest in supporting small business. Presented to Council for February meeting.

Paul Maranka – manager at Spasso. Happy to participate and support local business.

Dave Fairman – happy to be invited to the meeting and looking forward to many more.

### **January Minutes:**

Discussion of a revision of outdoor dining safety. Motion to approve amended Minutes made by M. Straw; Unanimous approval.

### **Executive Committee nominations:**

No nominations for Chair. D. Sibley motion to table elections at this time, D. Krull second. Unanimous approval.

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### **Treasurer's Report:**

Presentations of report of bills paid in 2020 Q4. January bill payment report. January balance sheet. January P&L report. Discussion of future objectives and to-do list, including formatting for 2021 budget categories. Discussion of merchandise inventory, Drew Arata will be asked to complete this.

### **Paul Patchel:**

F. Daly made a heartfelt tribute to Paul Patchel, citing his influence at the very beginnings of the MBA and his tremendous influence on the music series. B. Messick said he will be very difficult to replace, he will reach out to Paris Bradley to check with him.

The Board observed a moment of silence in honor of P. Patchel.

### **Communications:**

D. Krull reported a call from Delco Cruisers inquiring about car show this year. Possibly Pete Bendistis will be willing to coordinate but we are not even sure if the event can occur at all.

L. Turton presented January Social Media report showing increased reach and followers on social media, and increased posts, likes and visits.

H. Arata suggested increasing posts about social topics and not just business. MBA should support Fair Trade, MAC and Glen Providence Park. Discussion followed about the mix of business representation and that in December the mix was uneven.

### **M. Straw:**

Proposed idea of possible outdoor movie at Glenn Providence Park for 4<sup>th</sup> of July. Dependent upon gathering restrictions. He will begin discussions.

Pride events, thinking of ideas at this time.

Media Food Bank – collection boxes will be placed in four restaurants and promoted through online platforms. The Corner and Garden have agreed to participate. P. Maranka indicated interest in having a box at Spasso. M. Straw will gather the donated food.

### **Outdoor Dining:**

D. Sibley reported the Mass Gathering Permit will be reviewed by Council at the February meeting. The request is March through December for Wednesday nights beginning 5PM. Thursday of the same week as rain date if needed. March through September will also include the second Saturday of each month – no rain date. Upon approval of the MGP, we'll ask Jim Jeffery to prepare the necessary letters businesses will need for LCB. Discussion followed about charging restaurants for closures. Will discuss further at March meeting. Emphasis will be placed on consistent times and days each week to minimize confusion among customers.

### **Holiday Decorations:**

Monika Rehoric submitted a written report recommending purchases to replace/upgrade decorations. Items from Rileighs are discounted during February. H. & D. Arata agreed to confirm the inventory/shopping suggestions and place an order. D. Sibley motion to authorize expenses not to exceed \$3,600. T. D'Ignazio second. Unanimous approval.

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### **New Business:**

Sign at Olive Garage to be replaced. The cost for the sign and installation will likely be subsidized by advertising placards to offset the expense.

Board voted unanimously to affirm Board seats for P. Maranka and H. Arata following Council approval in January.

MBA Board meeting nights – proposal to change the monthly meeting nights in order to precede the Council workshop meetings to speed up consideration of items that require Council approval. D. Sibley motion to meet 4<sup>th</sup> Tuesday each month beginning with March, 2021 with the addition of March 9 to stay up-to-date on ongoing matters. Second by F. Daly. Unanimous approval. D. Sibley will contact Karen Repino to advertise the change.

### **Council Liaison:**

L. Johnson asked about signs for curbside pickup. Drew Arata is talking to businesses to get reactions, so far no objections. He will report to the Borough by Friday 2/12. H. Arata questioned if we need 16 15-min spots, as this cuts into available parking for customers.

### **Other Business:**

Brittany Scharr submitted a letter of interest in a seat on the MBA Board. Will be presented to Council for March.

P. Maranka inquired about restaurant weeks as a beneficial promotion since indoor dining is allowed. Information can begin to go out. The dates were determined as Sunday Apr 18 through Friday Apr 30.

H. Arata indicated the VMPA website has some inaccurate items and links not working. MBA website has not been updated regarding PPP applications or COVID restrictions.

The meeting adjourned at 8:03 PM.

Next meeting will be March 9, 6PM with a second meeting March 23, 6PM.

*Prepared by David Sibley, Secretary. 2/10/2021*