



MBA Board Meeting Minutes, January 12, 2021

Bryan Messick, MBA Board Chair called the meeting to order via Zoom conference at 6:05 pm .

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

Absent: Frank Daly.

Guests: Anne Lindeman, Monika Rehoric, Lauren Avellino Turton.

Motion to approve December Meeting Minutes made by M. Straw; Unanimous approval.

Treasurer's Report:

T. D'Ignazio reported that several recent finance committee projects are still underway but progress is being made. D. Krull reported that bookkeeper needs 12 months of bank statements back to Dec '19 in order to reconcile all accounts. D. Krull and T. D'Ignazio will work together to get bank statements. Bryn Mawr Trust: need to request statements for the closed account and confirm the account is officially closed – B. Messick agreed to follow up.

Clover credit card device – could not get access yet, B. Messick will check the terms of our subscription and get us out if we can. D. Sibley suggested PayPal offers a credit card device which would alleviate the need for an extra account for merchandise. A. Britton indicated that a Square device may be more useful and also help with inventory of merchandise. Easy access via mobile phone makes it very convenient.

A. Lindeman reported combined cash on-hand of aprox \$72,300. An inventory will be needed at the beginning of the year to determine the value of merchandise in-stock. A small quantity of Quickbook checks were ordered and Finance will provide 10 signed checks to Anne to quickly authorize bill payments as needed. Transition to electronic checks or debit card payment will begin ASAP – routine recurring payments/subscriptions will be paid by card rather than printing checks.

For February meeting A. Lindeman will have a check payment report, P&L, balance sheet, bills to be approved by the Board as well as a listing of bill payments for Oct/Nov/Dec '20. She will enter 2021 budget into Quickbooks. It was discussed that the Borough needs an invoice from MBA for the monthly payments

Special Report, Holiday Decorations:

M. Rehoric reported that the condition of the decorations is mostly OK. Wreaths on Baltimore Pk look OK but some of the decorations on them are faded and some are just too small to be seen from the street. Recommend removing all decorations and just using wreaths. Perhaps add some extra lights.

January, 2021 Minutes – Page 2

The State Street wreaths, some replacements are needed. All wreaths should probably get new bows, the old ones are faded and some tattered. The Baltimore Pk wreaths are 48" and need 24" bows. State St wreaths are 24" and need 18" bows. The tree at Trader Joes should have larger and brighter ornaments. These may be available cheaply at a dollar-store. Larger ornaments make the tree look better but also save time in decorating because fewer are needed.

Discussion continued on to other planters (year-round) and what has been done in previous years. Some items were donated in the past. Recommended renovations at Plum Street Mall.

T. D'Ignazio requested itemized review of what we have and what we need. M. Rehoric will prepare for February meeting including quantities and pricing.

Committee Reports:

Communications: D. Krull reported that there have been password changes to email and other software tools. Outgoing MBA office voicemail now directs callers to email info@mediabusinessauthority.com. In the Spring merchandise sales are expected to be slow. There are some password changes still needed.

L. Turton presented December Social Media report showing increased reach, followers and engagement on all platforms, and increased posts, likes and visits. Many positive comments. For January working on engaging ideas and welcome suggestions at any time.

H. Arata recommended inviting DUTS followers to also follow VMPPA since there are different audiences for each, but DUTS has not been active this year.

Food Bank: M. Straw introduced a new MBA campaign to collect for Media Food Bank at restaurants. He has worked on food drives in the past and is finalizing the details with the Food Bank. Collection boxes will be distributed to participating locations including Food Bank and MBA branding. MBA will then promote those locations to drive traffic. H. Arata confirmed that restaurants were not being asked to contribute or offer discounts, just the collection locations.

Car Show: D. Krull indicated a phone message came in inquiring about the Car Show in 2021. B. Messick said Pete Bendistis may still be willing to organize that event even though his term on the Board has expired. Of course we do not know yet if we can have this event.

Gift Card/Raffle: H. Arata reported there were a few businesses that had not connected a payment system to the Gift Card site; Larry Morroni will address these issues. For the Borough's holiday gift card program, about \$3000 has been used; \$4000 remains unused but it is still early in the year. L. Johnson indicated that in general employees were positive about the gift and appreciative.

Some winners of the Raffle program have not picked up their prize, but Heather will call one more time and then pick an alternate winner if necessary.

She reported that Vinnie's Sandwich Shop changed hands and is now Big Al's Eatery (this change was not covid-related) and also that Déjà vu Salon has closed permanently.

Outdoor Dining: D. Sibley proposed submitting a Mass Gathering Permit requesting street closures beginning in March (weather permitting). Discussion of which nights and how many nights followed. It was decided that the MGP would cover every Wednesday with Thursday of the same week as the rain-date. In addition we will add the 2nd Saturday every month (weather permitting) to provide an additional night of outdoor dining. The permit will indicate streets to close at 5PM.

January, 2021 Minutes – Page 3

Further discussion followed regarding charging restaurants to participate in dining nights to at least cover MBA's costs. Suggestion was made to wait until April to make a decision especially since there may not be dining opportunities earlier in the year depending on weather conditions. Some of the costs are for towing – suggestion that it's probably worth having a tow truck standing by during setup to save time if the need arises.

M. Straw asked about the possibility of semi-permanent structures outdoors so restaurants could offer outdoor dining every day and evening. H. Arata and A. Britton expressed concerns about keeping sidewalks accessible and possible snow accumulation at the intersections.

Other Business:

Paul Maranka of Spasso has sent a letter of interest to join the Board. Borough Council is expected to approve at January meeting. Additional candidates are being sought and some suggestions have been made.

MBA office renovation - D. Krull indicated the MBA will need to dispose of unwanted electronics ourselves but bulk items can be hauled away by the Borough. B. Messick reported that work is in progress cleaning out and organizing files and records in the office.

D. Sibley discussed Brittany Scharr's Facebook campaign making cash gifts to restaurant workers in Media. We have learned that the Mayor intends to issue a proclamation at the January Council meeting and MBA will be supportive of that by publicizing on social media.

Executive Session

The Board went into Executive Session to discuss personnel and financial matters.

MBA Transition

The meeting re-convened and D. Sibley made a motion to approve expenditure for a temporary transition consultant to the MBA not to exceed \$8,000. Second by D. Krull. Unanimous approval but with one abstention.

Meeting adjourned at 8:20

Prepared by David Sibley, Secretary. 1/13/2021