



MBA Board Meeting Minutes, October 26, 2021

Frank Daly called the meeting to order via Zoom at 6:31 pm .

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

Absent: Paul Maranca

Consent Agreement: E. Blanchard motion to approve September Minutes and Financial Report. Unanimous approval.

Comments from the Chair – F. Daly reported that the budget workshop presentation with Borough finance was well-received. They recognized the need for an administrative assistant and commented that MBA always had (at least) one in the past. In general, the MBA was well-presented.

Comments from Vice Chair – H. Arata reminded the board that Local Home & Gifts closed end of September. Game On State had soft open/VIP reception and will have Ribbon Cutting Oct 30. Per Lei and B. Gross did extensive interior and exterior renovations. Paikoro has transitioned to online-only after approximately one year in Media. Barry from Deal's passed away and will be missed. The recent MAC film festival was well-attended. Question about Murray Overhill location – the family is trying to rent the building out. MAC looked at it but not sure the result of that visit. Quotations has changed ownership and there have been renovations inside and some other recent changes.

Treasurer's Report – T. D'Ignazio reviewed the September Financial reports. 2021 Dining Under the Stars ended the year with positive income. Exact final number is not determined yet as some payables may still come in and appear on Oct report. Some 2020 Food Fest refunds are going out on an individual basis upon request from vendors.

Restaurant Week – D. Sibley indicated the dates are Nov 7-13. Participation cost is \$150. No price guidelines on menu choices; restaurants have been asked for a 'special menu at a special price' and left to them to determine that structure. MBA will create banners and posters, promote on social media and MediaRestaurantWeek.com. Restaurants were invited to participate via email and hand-delivered letters.

Holiday décor and activities – H. Arata said a group is meeting this Wednesday to work on replacing bows on the wreaths. FMFCU is considering whether they will host Santa's Workshop. Borough Council approved MBA's request for streetlamp sponsorship signs. Considering strolling carolers, school music groups, etc. outside throughout the holiday shopping season.

Santa Parade – Planning for the 4-mile neighborhood route is underway for November 28 – budget seems adequate to cover all expenses. Promotion set to begin mid-November.

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New Year Ball Drop – D. Fairman reported discussions with George Smith regarding construction of lighted numerals. The concept for an outside firm to do a ‘turn-key’ ball drop was not supported by sponsorship interest to cover the cost. Mass Gathering Permit will be submitted to close State Street from Jackson to Olive Streets from 9PM – 1AM on 12/31/21.

Music Series – E. Blanchard had a meeting with Parris Bradley to discuss options going forward. No 2021 event. They will meet again soon. There is a need to define some organization and event management in coordination with businesses. It is still early in the process, but there is consideration of reducing from three events to fewer in some fashion.

Executive Director Report – Written report distributed. D. Fairman encouraged help for working on holiday décor, and attendance at the 10/30 ribbon-cutting at Game On State. He thanked all who helped with Dining Under the Stars this year to make it a successful undertaking. The Flyers Town Takeover on 10/6 went very well. MBA set up the merchandise tent 10/6 and sold approximately \$300 – it also triggered some online sales immediately following. Work on the 2022 budget is still in progress but things are in good shape. Compliments on F. Daly’s presentation at the budget workshop, which was very favorably received by the Borough finance committee. MBA received grant money from PA Council on the Arts (program stream) for \$3,000 and each year this should be repeatable. The grant is in support of promoting the arts in Media. The holiday sponsorship signs will be 9x12 and attached to lampposts. Sponsorship will be \$200 – custom signs cost approximately \$10, so hoping to sell as many as 50 signs if possible. Will offer sponsorships to the full mailing list with a special attention to the Bar Association listing. Suggestion to also offer individual sign sponsors but MBA told the Borough we’d offer to businesses. Great suggestion to include individuals, clubs, etc. in the future. Also considering strings of market lights parallel to the curb on State Street or additional lighting on Plum Street Mall. Game On State has indicated interest in partnering with Media restaurants to provide catering for private parties at the arcade. Their ‘mission-driven’ model is giving employment opportunities to those with special needs.

Meeting Dates – Discussion of November and December board meetings conflicting with the holidays. Consensus to leave December meeting on 12/28. D. Sibley motion to move November meeting to 11/16. Unanimous approval. D. Fairman will work with Borough office to change the calendar.

Borough Liaison – L. Johnson had a question for the group regarding a capital expense for decorative lampposts on Orange St from the train station to State Street in order to attract customers. Discussion followed that the safety factor is more important than the fact that the lampposts are decorative. Informational signage/banners would probably be more helpful in attracting shoppers.

Open Discussion – Holiday ‘tree of lights’ idea was dropped because of logistical problems in the installation as well as lack of a sponsor. New idea is a 12-14-foot tree in place of the fountain at Plum Street Mall.

Executive Committee will discuss open board seats and prepare for discussion at November meeting, with the goal of being ready for January reorganizational Borough Council meeting.

T. D’Ignazio motion to adjourn; unanimous approval at 7:38PM.

Next meeting November 16, 6:30 PM

Prepared by David Sibley, Secretary. 10/27/2021