



MBA Board Meeting Minutes, November 15, 2022

H. Arata called the meeting to order at 7:04 pm.

In Attendance: Heather Arata, Ally Britton, Don Connolly, Tim D'Ignazio, Dave Fairman, Laura Graham, Elizabeth Romaine, David Sibley, Lexi Stolberg, Michael Straw

Absent: Sandy Baggot, Ed Blanchard, Brittany Scharr

Guest: Stu Eli

Consent Agreement: M. Straw motion to approve October Minutes and Financial Report. Unanimous approval. Question about Police charges for Dining Under the Stars – none were included in September financial report, but two included in October. Fall Fest police charges will appear in November.

Comments from the Chair/Retail Update – Tap 24 anniversary. Earth & State 20th anniversary. Small Business Saturday will be 11/26, American Express kits will go out to ten retailers, as well as electronic graphics and a social media push.

Stu Eli introduced to Board, owner of Three Potato Four. 15 years in business with design studio in Broomall and now retail and wholesale location on State Street. Interested in joining MBA Board. A. Britton motion to accept and forward to Borough Council for approval. Unanimous approval.

Nomination for 2023 Executive Committee – D. Sibley motion to nominate slate of Chair: H. Arata, Vice Chair: D. Connolly, Secretary: D. Sibley, Treasurer: A. Britton. Unanimous approval.

Treasurer's Report – Written reports distributed. Discussion of 2023 proposed budget, E. Blanchard, D. Fairman and Anne Lindeman spent a good bit of time revising the budget vs. 2022, but some questions remain regarding events. The budget is a guideline to be followed. Currently on track for this year and expect to exceed budget projections by year-end. Borough contribution for 2023 expected to remain the same as '22. D. Sibley motion to accept 2023 proposed budget, motion passed with two opposed.

Secretary's Comments – D. Sibley attended Ribbon Cutting at HeadRoom's second Media location at 211 N. Olive.

Fall Restaurant Week had 12 participants, positive cash flow for MBA. Discussion of social media strategy, adding TikTok, SMS campaign, more videos, etc. In general, positive response about Restaurant Week, follow-up communication with participants needed.

Review of plans for Santa's Parade Nov 27 – timing, street closures, etc.

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Executive Director Report – Written report distributed.

Discussion of vacant properties.

Discussion of January Ice Event, carriage rides, sponsorships, etc.

L. Stolberg reported Lamppost campaign is now online for signups. Mailchimp will be used to communicate with businesses. Calendar rack cards are out and distributed around town. Developed list for holiday promotional campaign. Carriage ride reservation form online. Scheduling groups for entertainment, some requesting a donation. M. Straw motion to approve up to \$250 per donation up to a maximum of \$2,000 total. Unanimous approval. Suggestion of possible promotion of group's existing fundraising efforts through MBA's social media.

Board Member volunteers needed for holiday activities.

Ice on State will be Jan 14 & 15, Monroe to Orange. Working with Philly Ice Sculptures. Registration for participants will open after Thanksgiving. Piano and performer already planned.

Pennsylvania Downtown field representative presentation to MBA will be December 8, 6PM in the Borough Parlor room.

Borough Liaison – Work underway on Borough budget. Increase may be needed, potential for parking rate increase and extending enforcement hours.

Plum Street construction update, may be on-hold for 2023, or delayed. Some maintenance issues.

Borough approved free parking borough-wide for Nov 24-27, and Baltimore Garage all of December.

Old Business – No old business.

New Business/Open Discussion – Discussion of decorations on Baltimore Ave and possibility of eliminating for this year. Consensus agreement.

M. Straw motion to adjourn; unanimous approval at 8:41 PM.

Next meeting December 13, 2022 at 7:00 PM.

Prepared by David Sibley, 12/12/22