



MBA Board Meeting Minutes, January 23, 2023

H. Arata called the meeting to order at 7:02 pm.

In Attendance: Heather Arata, Sandy Baggot, Ally Britton, Tim D'Ignazio, Stu Eli, Dave Fairman, Elizabeth Romaine, Brittany Scharr, David Sibley, Lexi Stolberg

Absent: Ed Blanchard, Don Connolly, Laura Graham, Michael Straw

Guests: Hoi Michael Cheung, Terry Rumsey

Consent Agreement: T. D'Ignazio motion for consent agreement approving minutes and Financial Report. Unanimous approval.

Comments from the Chair/Retail Update – Welcome A. Britton as incoming Treasurer. Thanks to E. Blanchard for serving as Treasurer.

Holiday season went well, MBA events generally well-received.

English Offerings has closed, a replacement business to be determined. Tattooed Pig/Sugar Plum Food Truck has opened on Edgmont St. They also have an Aston location.

Ice on State event, thanks to those that helped. Foot traffic all weekend was excellent, Sunday business was almost double a normal Sunday.

Condolences to Wolff family on death in the family.

Guest presentation from H.M. Cheung regarding New Year Lion's Dance. This was formerly coordinated by Margaret Kuo. New Year Celebration traditionally lasts two weeks, so flexibility in scheduling. Discussion of costs, Police involvement, timing, etc. Consensus agreement that it would be too much to create a 2023 event; MBA will be supportive of a 2024 event with timing and logistics to be determined.

Vice Chair Comments – A volunteer meeting was held with some board members and some community members. D. Connolly will follow up with a calendar of events and the volunteers needed, especially Dining Under the Stars. Action items expected next month in advance of Borough Council's volunteer/event involvement meeting.

Treasurer's Report – Written reports distributed. 2022 budget 'actual' numbers far exceeded our projections. Current assets in good shape.

Secretary's Comments – Spring Restaurant Week scheduled for Apr 2 to 8. Discussion of different ideas to add value – boosted ads, spotlighting restaurants. Social media, banners/posters already planned plus website. Discussion if Easter week is an issue? Possibility of making custom content for restaurants, ideas for special offers.

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Social Media policy – proposal to drop individual names in favor of more general ‘visit Media’ messaging. Discussion of individual business highlights – other towns do it. Discussion of branding, etc. Discussion to be continued.

Executive Director Report – Written report distributed.

Expressed thanks for condolences and planter from MBA.

Question about PDC meeting and the benefits – alignment with PDC would result in grant opportunities, etc. PDC can help achieve that. ‘Main Street Designation’ a great goal for 2023, further follow up will be needed.

Administrative Assistant Report – Performed cost analysis of collection methods: Clover vs. Square and others; also cell service analysis. Instrumental in Ice on State event, recruited Sunday HomeSewn event among other things. Present at each carriage ride in December. Expressed thanks for all volunteers that helped in December/January for events, cleanup, etc.

Borough Liaison – Congratulations for Ice on State event. Aware of some damage, will work with Chief Egan on future preparedness.

Parking cost increase – many comments have been received. A Monthly, Quarterly or Yearly parking pass is available from the Borough.

Old Business – No old business.

New Business/Open Discussion – T. Rumsey inquired about 501c3 – explanation followed that it would be a separate entity with aligned missions.

T. D’Ignazio motion to adjourn; unanimous approval at 8:23 PM.

Next meeting February 28, 2023 at 7:00 PM.

Prepared by David Sibley, 2/23/23