



MBA Board Meeting Minutes, February 28, 2023

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

In Attendance: Heather Arata, Sandy Baggot, Ally Britton, Stu Eli, Dave Fairman, Elizabeth Romaine, David Sibley

Absent: Ed Blanchard, Don Connolly, Tim D'Ignazio, Laura Graham, Brittany Scharr, Michael Straw

Lack of quorum – no votes taken at this meeting

Consent Agreement: Comment that L. Romaine not present at January meeting. Approvals of amended minutes and financial report tabled until March meeting.

Comments from the Chair/Retail Update – Several Media businesses have been nominated for 'Best of Mainline' – visit and vote for Media.

On A Roll 30th anniversary – announced extended hours. TwoFourteen one-year anniversary. Mochiatsu at 5-points set to open soon. Pho House to open soon at former English Offerings location. Hedgerow Theatre 100th anniversary. Community Arts Center 75th anniversary.

Meeting with Game On State to consider merchandise collaboration to produce product with 'Everybody's Hometown' logo. Not decided yet; would require Board approval as copyright holder.

Social media strategy meeting to brainstorm and propose video reels for Restaurant Week. Five videos produced, additional strategy for MRW promotion.

Vice Chair Comments – Plan to work on committee structure and a plan for recruiting volunteers for Dining Under the Stars. Emphasis on consistency and organization.

Treasurer's Report – Written reports distributed. Ice on State event incurred less of a loss than originally expected and event was tremendously successful overall. Anticipate an increase in popularity and improvements in the future as well as increased opportunities for sponsorships.

Secretary's Comments – Spring Restaurant Week – 14 participants including three new first-time participants.

Tattooed Pig ribbon cutting photo op, Board presence and participation.

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Executive Director Report – Written report distributed.

Former pharmacy property has been acquired by Morris Brothers Investments and demolition has begun. MBA can suggest tenants, but still under discussion. General discussion followed about Comic-con event, Media Theatre, Borough Community Center and other events. Discussion of Café Sphere (25 E. State St.) renovations, outdoor seating, etc.

Outstanding delinquencies still remain for 2022 Dining Under the Stars.

A more elaborate discussion/proposal is forthcoming regarding the Foundation for Delaware County's promising opportunity.

SEPTA is targeting 2025 to start trolley line renovations. Discussions have been good between SEPTA, MBA, Borough, etc.

Administrative Assistant Report – Ready to change phone plan (landline). Instrumental in Restaurant Week preparations – distributing information, etc. Plan to cancel Clover credit card system and switch to Square for a fee savings. Ongoing updates to database and office filing.

Borough Liaison – Super Bowl Pep Rally/Parade – estimated 10,000 attendees. Good choice of date for event. Discussion of encouraging returning visitors to become customers.

Potential Pride Event being discussed for June 3.

Lisa Gelman sworn in to fill Peter Williamson's Borough Council Seat.

County will be renovating the existing parking garage which will have an impact on parking. Shuttle for jurors expected. Borough and County have been working together to explore alternatives. A portion of the currently closed parking area will begin construction providing approximately 80 spaces, possible option of sharing space on nights and weekends. Only a temporary solution. Probably Spring 2024 opening.

Borough Council inquired about extending Dining Under the Stars into October. Discussion of polling all businesses about this. Possible conflict with Fall Festival. Decision that a more detailed answer will follow next month.

Old Business – No old business.

New Business/Open Discussion – General discussion of MBA Board makeup and development as well as committees.

Meeting adjourned at 8:48 PM.

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

Prepared by David Sibley, 3/26/23