



MBA Board Meeting Minutes, December 12, 2023

H. Arata called the meeting to order at 7:05 pm.

In Attendance: Heather Arata, Sandy Baggot, Don Connolly, Tim D'Ignazio, Stu Eli, Dave Fairman, Laura Graham, Vanessa McGuinn, Elizabeth Romaine, David Sibley, Michael Straw,

Absent: Ally Britton, Brittany Scharr

Guest: Rob Sebastian, Media Resident

Consent Agreement: T. D'Ignazio motion to accept November 2023 Minutes and Financial Report. Unanimous approval.

Comments from the Chair: Pinnochio's Beer Garden 14th anniversary. MAC and Krampus event got great coverage in *Inquirer*. Three Potato Four got great writeup by Delco Commerce Center. Santa 101 Trolley rides have been very well received. Compliments received on holiday decorations.

Volunteers needed for holiday activities and New Years Eve.

Written ballots distributed to extend three-year board seats for H. Arata, A. Britton, D. Connolly, L. Graham – unanimous approval.

Nominations opened for 4 executive committee positions. Written ballots cast for Chair – H. Arata, Vice Chair – D. Connolly, Secretary – D. Sibley, Treasurer – A. Britton. Majority approval (not unanimous).

Vice Chair Report – Will revisit bylaw and other organizational projects after the holidays. Reiterated compliments of Santa 101 Trolley rides; hope to continue and expand next year.

Treasurer's Report – Written reports distributed. November always throws balances off somewhat – décor, lighting, police expenses, SEPTA cost for trolley. But budget is still in positive position for the year.

Secretary's Report – Santa Parade did not use rain date because the decision to proceed was made Saturday at 11AM when the forecast looked favorable. Rainy conditions were unfortunate, but the conditions on the rain date were no better. Next year's parade will be December 1, 2024.

Executive Director Report – Written report distributed.

Discussion of Santander building – liquor license transfer approved by Borough. Tapas restaurant planned but a lot of renovation needed.

December 14, 2023 Minutes – Page 2

Off the Rail planning to reopen with a focus on different clientele.

Lamppost campaign mostly successful. 53 signs (44 paid and 9 comps) with very low expense.

Ice on State sales forms coming soon. Board support needed to get orders and designs underway quickly.

Ball Drop – MBA hired Laurie Cosgrove who has significant experience in event management. D. Fairman will not be on location 12/31.

Further discussion of real estate changes.

Administrative Assistant's Report – V. McGuinn created Ice on State 'menu' sales sheet with photos and pricing.

Webinar meeting with Woo Commerce. Updating online store for holiday merchandise sales.

Orders are coming in. Hoping to expand offerings.

Santa 101 Trolley rides: D. Fairman indicated V. McGuinn was very helpful on all aspects. 600 tickets sold out quickly. Lighted bell necklaces and candy canes distributed to riders.

Borough Liaison Report – Borough Council complimented the holiday décor. Especially the gateway intersections.

H. Arata expressed thanks for Small Business Weekend and free parking in Baltimore Avenue Garage through the New Year, well received by customers.

New Business – L. Graham commented restaurants on website directory not all up to date.

S. Eli offered to comment on social media at board meetings or separately. D. Connolly expects discussion about committees to continue in the new year.

Executive Session – For discussion of financial matters.

D. Sibley motion to pay year-end bonuses to Executive Director and Administrative Assistant as discussed in executive session.

T. D'Ignazio motion to adjourn at 8:12 PM.

Next meeting January 23, 2024 at 7:00 PM.

Prepared by David Sibley, 1/19/24