



MBA Board Meeting Minutes, November 14, 2023

H. Arata called the meeting to order at 7:03 pm.

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

Absent: Ally Britton, Michael Straw,

Consent Agreement: S. Baggot motion to accept October 2023 Financial Report and Minutes as amended. Unanimous approval.

Comments from the Chair: Bizzy's Baby Boutique opened on State Street. Very impressive renovations to the building.

Volunteers are needed for holiday events. Sign Up Genius scheduling is available – recommend recruiting friends to help fill slots.

Lamppost sign campaign underway – 16 sold so far; over 60 are available.

D. Sibley motion to nominate same officers for Executive Committee for 2024. Intention to call for vote (and possible additional nominations) at December meeting.

Vice Chair Report – Preliminary work has begun on Bylaws updates. Board input will be welcome before a vote.

Treasurer's Report – Written reports distributed. Written 2024 budget distributed to the Board. Borough Council preliminary budget includes funding for the MBA as requested. Discussion of 2024 projections. Discussion of Public Works increased role in Holiday Décor; realistically a Spring discussion. T. D'Ignazio motion to approve 2024 budget as presented. Unanimous approval.

Secretary's Report – Santa Parade scheduled for November 26. Block Party 2:30PM, Fun Run 4:15. Parade 5PM. Some parking restrictions will be in place that day.

Executive Director Report – Written report distributed.

Discussion of Off The Rail sudden closure. L. Romaine commented that the Borough does not have authority to close down this business. D. Fairman commented that most social media commentary and speculation is not reliable – the owners have not commented on the closure.

Fall Festival exceeded the projected return. Next year should be easier. S. Eli proposed a pie-eating contest to great approval. This year had great volunteer support, next year will be better. S. Eli suggested a town mascot for photos, events, etc.

Lamppost campaign is a great, easy way to support MBA. Discussion of allowing religious and political messages, geography, etc.

November 14, 2023 Minutes – Page 2

Volunteer positions during the holidays are not difficult tasks but the help is greatly needed.

Trolley event with Santa is not 100% official with SEPTA yet, but plans are underway. Sponsor needed.

Administrative Assistant's Report – Fall Restaurant week – 13 participants. Restaurants saw an increase. Several new participants this year.

Lamppost sponsorship information distributed to 75 law offices and 125 other businesses, all digitally.

All businesses received updates about upcoming events on December Saturdays.

Distributed Shop Small Kits to selected businesses.

Ice on State plans are underway.

MBA Merchandise listings are being updated on the website.

Borough Liaison Report – Borough contribution amount to the MBA will be flat between 2023 and 2024.

Parking rates will be flat for 2024.

S. Eli asked for a County parking lot update. When the surface (temporary) lot is finished, it will be open to the public nights and weekends. Scheduled for March opening but appears to be ahead of schedule.

Free Holiday Season parking at Baltimore Avenue garage approved by Borough.

New Business – Discussion of Social Media – Stories and live posts during events are very popular.

Discussed updates about Ice on State, Spring Arts Fest and Media Theatre.

December 5th will be Krampus Night with Fright Fest and MAC on State Street, fun for photos.

T. D'Ignazio motion to adjourn at 8:15 PM.

Next meeting December 12, 2023 at 7:00 PM.

Prepared by David Sibley, 12/10/23