



MBA Board Meeting Minutes, February 27, 2024

H Arata called the meeting to order at 7:01 pm.

In Attendance: Heather Arata, Sandy Baggot, Ally Britton, Don Connolly, Tim D'Ignazio, Dave Fairman, Vanessa McGuinn, David Sibley, Michael Straw

Absent: Stu Eli, Brittany Scharr

Guests: Dane Czaplicki – Members Wealth

Consent Agreement: T D'Ignazio motion to accept January 2024 Minutes and Financial Report. Unanimous approval.

Comments from the Chair: Lion Dance – Highest attendance in memory and increased foot traffic in town.

Puffin Rugs has relocated entrance to Baker Street and renovated to incorporate parking.

Sligo marked 19th anniversary in February.

Fiscal Sponsorship Partnership with Foundation for Delaware County – Will allow us to accept tax-deductible donations. Their fee will cover management of the funds and we can discontinue the agreement at any time. Our Description of Project is broad and can be applied to many of our events and initiatives. Delco Gives initiative May 8 will be a huge addition to DUTS. Discussion followed about the services included in the 7% fee and the benefits provided. T. D'Ignazio requested attorney review of agreement – Frank Daly suggested. D. Sibley motion for Board approval of the Sponsorship Agreement contingent on review of documents by lawyer and confirmation of compatibility from MBA Bookkeeper. Unanimous approval.

Treasurer's Report – Written reports distributed.

PayPal costs unusually higher due to Ice On State registrations and Trolley Ride ticket sales. A large payment made for holiday décor. Gusto payment higher than usual due to a 3-pay-period month plus staff bonuses. Media Copy higher bill than usual due to extra printing work for Ice On State, Lampposts, rack cards. Many Holiday expenses hit in January – Santa, Higgins, George Smith, etc. Large Permit fees to borough in January due to submission of all years' MGP and banner permits.

Secretary's Report – Meeting scheduled in March for Dining Under the Stars planning. Select restaurant representatives have been invited. Permit for DUTS has been approved.

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Executive Director Report – Written report distributed.

Book store mentioned in the report is not S. Eli's new venture. But seems there is sufficient demand to support it if location can be found.

More property owners seem open to discussions with MBA to realize the organization is here to help them with tenants, etc.

Discussion of Holiday Décor and options for other ideas, and planning committee participation.

Sponsorship sales draft document shared – looking for suggestions and referrals. Plenty of opportunities for participation.

Introduction of 'Sustainable Storefront' program from Borough. Includes lots of MBA input to explore the features and benefits.

Administrative Assistant's Report – Restaurant Week sign-up is live. 63 sites have been contacted with details. A video component is being offered.

Event calendars being distributed, including rack holders.

Planning has begun for Fall Festival. Some overflow from Spring Arts Fest being referred to Fall.

Website updates made.

Spring Arts refunds have been made as needed.

New Business – T. D'Ignazio asked about participating in Governor's announcement of \$25M for Main Street Matters. Explanation that these funds are intended for municipalities in much greater need than Media.

D. Fairman asked Board to encourage restaurants to participate in Restaurant Week. Registration fees go to promotion costs, and video option will allow the restaurant to use the video all year.

Organizations doing events should take advantage of the Calendar of Events on VisitMediaPA.com. Forms and links will be distributed.

M. Straw motion to adjourn at 8:06 PM.

Next meeting March 26, 2024 at 7:00 PM.

Prepared by David Sibley, 3/22/24