



MBA Board Meeting Minutes, December 17, 2024

Meeting called to order at 7:06 pm.

In Attendance: Heather Arata, Don Connolly, Tim D'Ignazio, Stu Eli, Dave Fairman, Elizabeth Romaine, David Sibley, Michael Straw

Absent: Sandy Baggot, Ally Britton, Vince D'Amico, Danielle Millio-DiGalbo, Brittany Scharr

Consent Agreement: Unanimous approval of 11/19/24 Meeting Minutes and 11/30/24 Financial Report.

Comments from the Chair: Silver Moon will remain on State Street (formerly anticipated closure).

Black Friday and Small Business Saturday were generally good.

Life-sized Snow Globe was a popular attraction.

Treasurer's Comments: Probably won't end the year as we had hoped. Holiday Décor incurred extraordinary expense and lack of sponsors. Cash flow is adequate, but under projections. Suggestion to request support from borough due to discrepancy between 2023 vs. 2024 expenses for holiday décor caused by delayed construction of Plum Street Park Project.

Secretary's Comments: Visit DelcoPA reported that Santa's Parade attracted 7,400 visitors to Media on December 1.

At the November meeting the Board approved revising Vanessa McGuinn's title to Operations Administrator which includes a pay-rate increase and the addition of 60 hours paid time off per calendar year.

12/12 Holiday mixer, co-presented with Media Theatre – well-attended by business people, attended the Holiday performance following mixer.

Executive Director's Report – Written report distributed.

D. Fairman thanked the Board for year-end bonus; V. McGuinn sent thanks as well.

Discussion of Holiday Décor, possibility of purchasing decorations ourselves rather than renting each year.

Rye BYOB will close end of '24 – discussion of finances and outstanding amounts owed to MBA.

MBA office will be closed 12/23-1/2/25., but D. Fairman will be on-site 12/31 to oversee Ball Drop setup.

Discussion of 'flipping the switch' for New Years Eve. Consider a sponsorship for 2025/26.

Santa will be on State Street 12/18 10AM-Noon – MBA will support the visit.

Counterfeit bills have been rampant, brochures from Secret Service received, to be distributed to retailers.

Grinch visiting State St 12/21, 11-3PM – looking for volunteers to escort.

Ice on State – 1/25 & 26 – Unsuccessful obtaining big sponsors – discussion upcoming with sculptors to help with promotion.

Borough Council Liaison – 2025 budget will be balanced without property tax increase or parking fee increase.

Businesses petitioned Council about parking issues – Council is coming up with solutions – Transportation Committee is making recommendations. Further discussions will include MBA.

Borough is helping Media Theatre apply for some grants.

New Business – D. Fairman discussion that Board involvement needs to increase to grow and support the organization. A committee-based structure has been drafted (draft distributed). 2025 needs to be the year to make a change. Board asked to review the proposal and consider options – including growing the Board.

Discussion of 'Year-in-Review' communication to prove the value of MBA to businesses and to residents as well. M. Straw motion that each Board member required to answer which committee willing to participate in. No second. M. Straw motion for strategic planning meeting where every Board member indicates willingness to participate – a survey/poll will be used to determine date of meeting. At meeting, also determine a vision for MBA. Unanimous approval.

Meeting adjourned at 8:33 PM.

Next meeting January 21, 2025 at 7:00 PM.

Prepared by David Sibley, 1/17/25