

Bryn Mawr Business Association
February 14, 2019

Present: Tim Rubin, President; Charlie Graffman, Vice President; Karen Barton, Secretary; Kathy Bogosian, Immediate Past President; Scott Zelov, Lower Merion Commissioner; Carol Smith; David Broida; Melissa Wolfer; Eric Persson; Charlie Scott; Robin Halpern; Laura Wagoner; Maureen Hennessey; Stewart Hoffman; Brian Arnold (Rileighs).

Replacement of Holiday Lights

Brian Arnold of Rileighs Outdoor Decor in Bethlehem, PA joined the group for a discussion of style and bulb type for replacement holiday lights. What might have been a more methodical and considered process has been accelerated by the fact that the company is having a sale which ends on February 28. We can save approximately \$16,000 if we make a decision by then.

The current lights are 10 years old. Brian has been representing Rileighs to the BMBA since 1987. The company sells, installs and stores lighting fixtures.

This past season we used 11 pole wraps and 92 5' snowflakes. The exchange of pole wraps for snowflakes was necessitated by a change in the style of 11 poles by Haverford Township, rendering them incompatible with the snowflakes. Next year we will need 2 fewer snowflakes due to Radnor Township's inability to provide power to the two poles near McDonald's.

Brian listed the advantages of LED bulbs which include lasting longer (average 10-12 year lifespan), not needing replacement as often and not breaking during transport from Allentown.

Alternatives from the current configuration were considered (such as an increase in size to 6' or change in bulb color to blue) but discarded as the disadvantages of each were explained. The idea of having identical fixtures for Bryn Mawr, Haverford and Ardmore was presented by Scott Zelov who asked for the assistance of Eric Persson, Tim Rubin and Brian Arnold in achieving this goal. There are reasons why this might not be possible but both Tim and Brian Arnold will meet with or talk to representatives from Haverford and Ardmore to discuss the possibilities.

Finance Report

In Dick Cuff's absence, Kathy Bogosian reported that the Bryn Mawr Day account has \$32,112 and the Business Association account has \$53,702. We are in a financial position to purchase the new lights. If there is a higher cost for splitting the payments over three years as we did 10 years ago we will pay the entire amount at once to save money. We still owe Rileighs \$2,000 for the immediate past season. The lights were

taken down on February 5.

Big Belly Report

Eric Persson reported that the trash and recycling receptacles have arrived. They are still in their crates so he could not bring or send a photo. He will send a photo as soon as they are uncrated. They may be installed as early as next week. One of the two pieces in each set will be bolted to concrete but they are movable if absolutely necessary. A set will be installed in Hayden alley near Kindred where the current receptacles are frequently overflowing.

Commissioner's Report

County Line Road Corridor Study Report

Scott Zelov reported on the January 29 meeting at Ludington at which the engineering firm Gilmore and Associates presented a draft of their County Line Corridor (from Lancaster Avenue to Landover Road) Study findings to a standing room only animated crowd. The firm will next present a final report and applications for funding will be made by the Township. The goals of the effort are vehicle and pedestrian safety. The process will take several years. Radnor and Lower Merion Townships will share the cost. The biggest costs will be new traffic signals. The draft report was posted online.

Retail Vacancies in Bryn Mawr

Scott reported that the Township's part-time retail recruiter has resigned and it is not known whether she will be replaced.

Sandy DeMaio jewelers has gone out of business. Tim owns the building at 860 Lancaster Avenue and has leased the space for one year beginning in March to jeweler Brigitte Regula. It is hoped she will benefit from continued use of the space for the same purpose.

The former Marbles space has changed ownership and once again there are "positions available" signs in the windows. Rumors are that a business called "Avenue Bistro" which has several other locations will open soon. The contact information posted in the windows refers applicants to "Avalon.com." the website of an existing NJ restaurant. There is no liquor license application posted.

Karen Barton reported that there are many unoccupied storefronts in Bryn Mawr, some due to stalled development of already-committed space and some due to spaces for rent. Encouraging signs include a banner announcing a grand opening (with no date) for a restaurant called Casablanca across the street (North Roberts) from Kelly's in the space formerly occupied by Main Line Bistro and the removal of the "for rent" sign from

the renovated nuisance bar with the glass front. The trophy shop in Garrett Hill recently underwent a complete renovation and has invited the Business Association to hold a meeting there. Parking may be difficult although there are a few alternatives depending on the time of day. The owner would prefer a “cocktail party” time.

Should We Have A Breakfast Membership Meeting?

At the end of January Scott went to a breakfast sponsored by the Ardmore Business Association and attended by approximately 100 people including the Township Manager, police chief and other officials. We may want to do the same thing.

Villanova University Report

Tim and Laura Wagoner of VU reported on a planned Small Business Breakfast sponsored by Villanova University which will be held at the Inn in Villanova on April 23 or 26. A panel of Villanova professors and an alum will speak about retail trends and how to own/run a small business. The event will be open to local residents and they expect as many as 100 people in attendance. If the meeting is successful it may become a regular occurrence.

Laura reported that the Spring off-campus student orientations have begun for both townships including visits from the police to remind students of their responsibilities as community residents. The university plans to make a 5 minute orientation video which all students must view before receiving their parking passes.

Main Line Today will be the official media co-sponsor of this year’s restaurant week.

Villanova will conduct tours of the campus for local residents. There will be daytime and twilight versions.

Executive Director’s Report

Sue was unable to attend the meeting due to family obligations. The sponsorships for blocks on the new flier are all taken. The certificates and cash awards for the stores with the best holiday decorations have not yet been presented.

Next General Membership Meeting

Bryn Mawr Hospital will not be able to host the next membership meeting due to not having a large enough space and not allowing alcohol on the premises. Scott arranged for Civic Association members (local residents) to tour the new hospital space and some Business Association members joined that tour. It is too late now for a complete tour since the space is up and running treating patients. We briefly considered holding one

of the monthly Board meetings at BMH but parking there is especially difficult early in the morning.

We are entertaining suggestions for a general membership meeting location.

Location of Next Board Meeting

Charlie Graffman has arranged for us to have the March 14 Board Meeting at the Film Institute.

New Business

Dave Broida invited individuals and organizations to become sponsors of the Twilight Concerts, most of which have local residents as opening acts. Sponsors donating \$1,000 or more will have their names printed on the official sponsor banner which is displayed at the concerts but sponsor donations of any amount are welcome. Two children's concerts which will be held at Ludington will be added to the official roster as a way of promoting them. It was suggested that news of the children's concerts can be highlighted in an issue of the blast. Details should be sent to Sue Graham.

Carol Smith announced Rotary is collecting coats and blankets for the next two weeks.

Respectfully Submitted,

Karen Barton
Secretary
February 20, 2019