

**Bryn Mawr Business Association**  
**Monthly Board Meeting**  
**July 11, 2019**  
**The Camera Shop**

Present:

Tim Rubin, President; Charlie Grafman, Vice-President; Dick Cuff, Treasurer; Karen Barton, Secretary; Scott Zelov, Lower Merion Commissioner; Eric Persson, Lower Merion Economic Development Specialist; Laura Wagoner, Assistant Director of Government and Community Relations, Villanova University; Bobbie McElroy; Charlie Scott; Carole Felton; Donna Hudak; Melissa Wolfer; Michelle Geer.

#### Treasurer's Report

Treasurer Dick Cuff reported that there is \$47,721.93 in the General Account and \$28,182.86 in the Bryn Mawr Day Account.

#### Bryn Mawr Day

Due to Sue Graham's absence, the discussion of Bryn Mawr Day was truncated. Sue has been in regular touch with Tim via phone and email.

Tim, Dick and Sue conferred via conference call after last month's meeting. Sue is on top of the planning; she has done this before. There is no reason for concern even though the number of sponsorships is lower this year than at this time last year (\$5,500 versus \$28,870.71). Tim will talk to Sue at least weekly until Bryn Mawr Day to go over an invaluable extensive checklist that Michelle Bogosian prepared based on her previous experience.

Scott Zelov mentioned that post-event analysis last year resulted in a recommendation for stepped up marketing and promotion. Michelle recently reminded planners that in previous years bookmarks and door hangars were distributed at the July Board Meeting. Design and production of these effective items have not yet begun and it takes two weeks for the process. Tim did not feel this delay was a reason for concern. We will use the USPS targeted mail service to send notices to designated zip codes.

Dick Cuff asked Charlie Grafman if BMFI could do on-screen promotion of both Bryn Mawr Day and Bryn Mawr Night at the end of August. Sue has made arrangements for Bryn Mawr Day to be promoted at the appropriate time but it is too late to add Bryn Mawr Night since reserving time is done long in advance.

## Lower Merion Commissioner's Report

Scott Zelov reported that the Township provides street cleaning services in Bryn Mawr three times/year. They did a sweep in town yesterday. He believes there is an improvement in appearance but he has noticed weeds surrounding trees on the sidewalks. Charlie Scott countered that he has seen weeds being pulled and small white stones being spread around trees. Pastor Alex has volunteered the services of his parishioners for this purpose.

Scott praised the work of the volunteers of Bryn Mawr Beautiful who oversee the planters on the light poles along Lancaster Avenue in Bryn Mawr under the leadership of Hank Wilson.

The Big Belly that was removed from in front of Pasha has been replaced there after preparation of a dedicated base for it.

Last night the Building and Planning Commission approved an application for a \$25,000 grant for facade improvement through design enhancement in Bryn Mawr. It is expected that the application will be approved for submission at the next Commissioners meeting. The application deadline is August 30. Eric Persson's efforts in this area are appreciated. Matching (50-50) grants of up to \$5,000 may be requested once the grant is received.

Scott was instrumental in having non-code-compliant signs removed from the Lancaster Avenue side of First Trust Bank. The code is enforced when a complaint is made.

There were very good sign specifications in the Bryn Mawr Village section of the old Lower Merion Zoning code. In the revision process the sign codes have been moved to a new section. Scott is researching changes which have been made to assure they have not been relaxed below the great standards of the past. The sign at the front of Bryn Mawr Village shopping/business center is a good example of the type of signage in the regulations. The code change process is scheduled to be completed in September.

In response to a question from Dick Cuff, Scott reported that it is unlikely that the part-time Township employee who worked to recruit businesses to fill vacant spaces in Bryn Mawr will be replaced. Dick believes the position was valuable and asked Scott to encourage the commissioners to hire a replacement. Eric Persson reported that the first floor vacancy rate for Lancaster Avenue businesses is only 4.3%. He is sending Scott a monthly report about the status of new businesses. A juice purveyor is scheduled to move into the former Erin Pub space whose owner received both a no-interest loan and a facade grant but progress has been delayed for an unknown reason.

Professional Duplicating is closing in November when its lease is up. Staples and the Camera Shop will still be available for copying services. The space next to Professional Duplicating has opened as a Hookah Cafe.

There will be no Civic Association meetings until September 16.

## Villanova University

Laura Wagoner reported that the event for students living off campus that she has mentioned in the past has evolved into a resource fair rather than an orientation. It will take place on the VU campus on August 27 from 3-6 p.m. It will be in some ways similar to the successful event that took place at the former Home Properties site last year with food and T-shirts. It is not open to the public and will involve only a small number of Bryn Mawr and Wayne businesses which are directly relevant to students living off campus. Organizations invited include Aqua, PECO and Comcast. The theme is being a good neighbor and "Know Your Laws, Policies, Rights and Noise."

Restaurant week will take place from September 15 - 22. Participation has been expanded to include students, faculty, staff and alumni of almost all educational institutions in the area. To date no Bryn Mawr restaurants have expressed interest in participating. Main Line Today expressed an interest in "buying" the event but VU is not interested in "selling" it. Ardmore is having its own restaurant week.

The VU Day of Service is September 21. No project for Bryn Mawr has been identified. The students want to participate in a project that will endure and have meaning. Scott suggested the landscaping around Ludington Library as a project. He will pursue the idea.

At the end of the Spring semester trash pickup was coordinated with Radnor Township Police through a pilot effort. "Repurpose. Recycle." There was no coordination with Lower Merion Township.

The new VU dorms will open in August. Dick Cuff was able to tour them when he attended his recent college reunion but rules against outsiders in communal living spaces will prevent future tours. There were multiple expressions of admiration at the appearance of the new buildings. There will be fewer students living in the neighborhoods. 85% of the students will be living on campus.

Scott Zelov called Laura's report "tremendous" and invited her to the Civic Association meeting in September. Villanova has been addressing the problems that the community has identified over the years and more. They deserve a great deal of credit and Laura is a big part of that.

## New Business

Carole Felton reported on progress developing the new concept of Bryn Mawr Night.

Bryn Mawr Night is scheduled for Wednesday, September 18, 5 - 8 p.m. Planning is taking place with BMFI and others from the business community. It is evolving at this time. The purpose of the project is to brand businesses, restaurants and local resources as a hot place to eat and drink, shop, network and visit. Contact Carole Felton at [cafelton@verizon.net](mailto:cafelton@verizon.net) for more information.

The next Board Meeting will be August 8 at the Camera Shop.

Respectfully Submitted,  
Karen L. Barton, Secretary