

## Bryn Mawr Business Association Meeting

3/14/19

### Minutes

Present: Tim Rubin, President; Charlie Grafman, Vice-President; Karen Barton, Secretary; Dick Cuff, Treasurer; Kathy Bogosian, Immediate Past President and Assistant Treasurer; Susan Graham, Executive Director; Scott Zelov, Lower Merion Commissioner; Charlie Scott; Stewart Hoffman; Carol Smith; Melissa Wilder; Eric Persson; Carole Felton Shore; Bobbie McElroy; Robin Halpern; Molly Connell; David Broida; Kristina Kelley Majors; Bob McKiernan; Maureen Hennessey; Jason Guynes; Laura Wagoner.

### Welcome

President Tim Rubin welcomed those in attendance to the Bryn Mawr Film Institute where he is on the Board and BMBA Vice-President Charlie Grafman is Director of Development. BMFI is an anchor tenant and a huge part of the fabric of Bryn Mawr. In the future, Board meetings will be held at locations throughout Bryn Mawr so we can see what is happening in town. Those wishing to take a tour or learn more about BMFI should contact Charlie to make arrangements. Those present introduced themselves.

### Approval of February Minutes

The February minutes were approved as distributed.

### Treasurer's and Assistant Treasurer's Reports

Dick Cuff reported that there is \$51,843.65 in the General Account. Kathy Bogosian reported that there is \$25,762.86 in the Bryn Mawr Day Account. There are sufficient funds to purchase new holiday lights. If need be, some money for lights could be taken from the Bryn Mawr Day account.

## Commissioner's Report

Lower Merion Commissioner Scott Zelov reported that the Big Belly receptacles have been put in place (with one adjustment to location already made) and he welcomes comments about any aspect. Bryn Mawr is the first Lower Merion locale to have them and other towns hope to learn from our experience to shorten their learning curve.

The final County Line Road Corridor Report is expected to be issued at the end of March.

Changes in the zoning code are still being discussed, with commercial zoning currently under consideration. The proposed changes are scheduled to be completed in July but completion might not occur until Fall.

Aqua plans to add a laboratory for existing employees on Elliott Avenue behind Starbucks. The project is still in the public approval process.

Avalon, the new restaurant on Lancaster Avenue in the former Marbles space, is scheduled to be open by the end of March according to its owners. It will open at 2 p.m. and will not serve lunch. The model will be similar to Tredici but the prices will be lower.

## Executive Director's Report

Executive Director Sue Graham reported that she has talked to Alex Hanevich of Horizon Community Church about the Easter Egg Hunt and associated activities. It will be held the Saturday before Easter, April 20, at 10 a.m. Face painting, music and balloon sculptures will also be available but the egg hunt itself tends to be over in a flash so hopeful participants should plan to be on time. Quantities and resources are planned to serve a large crowd because the turnout was so great last year. The blast mentioning the event just went out on Tuesday. Several members offered to help with promotion and suggestions were made for additional efforts.

The draft flyer promoting Bryn Mawr businesses was passed around and will be sent electronically to all those listed for proofreading and final

approval before printing. It was originally planned that 1,200 copies would be made but suggestions that copies be given to real estate companies led to recommendations that a larger quantity be made available. Copies will be given to all who bought ads as well as the library and the post office, and will be distributed at events.

Bryn Mawr Day is September 7. Anyone wanting to be involved or just make suggestions should contact Susan.

### Villanova University News

Laura Wagoner, the Villanova University Liaison for Government and Community Affairs, reported that the video on behavior for students living off-campus is scheduled to be filmed in two weeks. The VU Dean's Office and several other VU departments as well as the Radnor and Lower Merion police will be involved. The emphasis will be on the Villanova Code of Conduct. There will be 10 screenings of the video as the Fall semester begins and students will be required to document viewing the film in order to receive a parking permit.

VU campus tours for local residents will take place on March 28 at 11:15 and on April 25 at 5:30. Contact Laura for details and to register ASAP.

The Campus/Community Dialog process is continuing with a meeting next Tuesday, March 26 on the VU campus. Contact Laura for details and to RSVP if you have not already done so.

Vigorous efforts continue in concert with Radnor and Lower Merion police to assure bulk trash is handled properly at the end of each semester.

Home Properties has been sold and is now called The Villas of Bryn Mawr. Laura has met with the new management team. Laura has also met with the management of College Hall and the situation there is much improved.

The new on-campus dorms will be ready for occupancy in the Fall and all beds have been reserved. There may be a short window of time for tours of the dorms before they are occupied. It is expected that many students will

choose to stay on campus rather than rent private apartments in the community, reducing some of the pressure on community residents. Bob McKiernan suggested Bryn Mawr residents and business owners focus on the financial benefit of the students to the community to help tolerate their behavior. Laura has reports which document this benefit for those interested.

Restaurant week, which will take place in September, has been expanded to include alumni or current students from all local educational institutions. Anyone wearing gear from a local school will be eligible for reduced price specials at participating restaurants. About half the restaurants in Bryn Mawr participate, a lower percentage than in Wayne. The goal of the venture is to get students to spend money in the community.

Laura now hosts a show on Radnor 21 TV. She interviews local movers and shakers and is scheduled to interview Tim as her next guest.

The Main Line Small Business Networking Event and Panel Discussion will take place on Tuesday, April 23 from 8-9:30 a.m. at the Inn at Villanova. Continental breakfast will be provided. Tickets are \$10 at the door. The public is invited. RSVP to Laura.

The VU Neighbors Facebook page has been updated. Sue Graham will establish automatic links between Business Association social media platforms such as the newsletter and the webpage and the VU Neighbors Facebook page.

The VU Performing Arts center will be completed in February 2020. The restaurant, run by Greg Dodge of Tredici, will open this coming Fall. The cuisine will be American. There will also be a more casual coffee shop.

Laura will attend the April Bryn Mawr Civic Association meeting.

## Big Bellies

Eric Persson reported that Big Bellies have been installed. The Township has been receiving and welcomes additional feedback. They expect to

work out all problems over time. One set of receptacles was moved after a store owner expressed concern about its location close to her front door. In retrospect, it seems that targeted advance notice about the installation would have been helpful, with an opportunity for store owners to have their concerns addressed prior to the placement of the receptacles. Because the Business Association participated in the planning process, some store owners believe the BMBA is responsible for what has been done. Depending how things go in the next few weeks, we might consider working with the Township to co-author and distribute a handout about the Big Bellies.

Feedback indicates that store owners who do not participate in Business Association activities believe the organization does and is responsible for more than we actually do and are. Some think the Business Association promotes individual businesses gratis. In fact, business activities CAN be promoted by judicious use of the BMBA Newsletter in conjunction with Susan but in general the BMBA does not do promotion for individual enterprises. There was some discussion of Susan's role with new businesses. Carol Smith used to go door to door to meet new business owners, even developing a small packet of handouts on her own. It proved to be too onerous an assignment for one person on a volunteer basis. It was suggested Susan develop a formal welcome packet for new businesses as a promotion to encourage joining the Association.

## Holiday Lights

Tim and Kathy formed a subcommittee to make the final decisions about the Snowflakes, trying to keep our discussions and other feedback they had received in mind but knowing they would not be able to please everyone. For the final decision on whether we use cold or warm white LED bulbs, Rileighs has offered to put up two snowflakes in a central location such as near the postoffice. Feedback will then be welcomed and considered.

It was decided at the meeting that we will purchase 92 6' snowflakes at a cost of \$40,000. We expect the new lights to last about 10 years. If necessary some money could be taken from the Bryn Mawr Day account

for the purchase.

A great deal of consideration was given to Scott Zelov's idea of making the light installations along Lancaster Avenue identical. Unfortunately, different time lines and different budgets do not permit this. Ardmore recently replaced all its bulbs and will not be able to purchase new ones until they wear out. Haverford, whose lights are funded by their Civic Association, does not have the budget to replace its lights at this time.

## New Business

Tim reported that he, as building owner, and Frank Agostino as business owner, were sued in District Court for pain and suffering by a customer who was injured entering Agostino's dress shop in a wheelchair. Tim hired an architect to draw up plans to address the situation but the complainant was interested only in a financial settlement.. Susan will alert BMBA members about the situation in the next newsletter. Kathy Bogosian told about a litigious customer who injured and reinjured herself in the Camera Shop, making an insurance claim each time.

David Broida reported that last year was a hard one for the Twilight Concerts because of all the rain. They have decided not to raise fees but they could use more sponsors who will get a great deal of publicity for their donations.

Charlie Grafman reported that those businesses willing to offer a premium benefit to BMFI members will receive targeted promotion throughout the year, encouraging BMFI members to patronize their businesses. Examples would be a free drink with every meal or a 10% discount on purchases. Benefits run from November to November and participating businesses are listed on the BMFI website and in dedicated email blasts.

## Membership Meeting Location

We are still looking for locations/sponsors for membership meetings. Contact Tim with offers and suggestions. (Bryn Mawr Trust Company

offered to host the Spring membership meeting shortly after the Board meeting. Details to follow.)

#### Next Board Meeting

The next Board Meeting will be held on Thursday, April 11, from 8:30 to 9:30. The location will be announced.

Respectfully Submitted  
Karen Barton  
Secretary