

**Bryn Mawr Business Association
Board Meeting
June 13, 2019
The Camera Shop**

Present:

Tim Rubin, President; Charlie Grafman, Vice-President; Dick Cuff, Treasurer; Karen Barton, Secretary; Susan Graham, Executive Director; Scott Zelov, Lower Merion Commissioner; Eric Persson, Lower Merion Economic Development Specialist; Michelle Bogosian; Charlie Scott; Bobbie McElroy; Carol Felton; Maureen A. Hennessey; Jason Guynes; David Broida; Kathy Stevens; Melissa Wolfer; Iesha Jones; Tom Dorsey.

Approval of Last Meetings' Minutes

Technically we should have approved the 4/11/19 Board Meeting minutes and the 5/7/19 Membership Meeting minutes. We did not. Please email Secretary Karen Barton at astrique@aol.com with any comments on either or both.

Lower Merion Commissioner Scott Zelov's Report

The date for the final processing of the Lower Merion Zoning Code changes was moved from the end of July to September 18. Information is available on the Township website.

The Pennswood Avenue bridge closing is still scheduled for this Fall and will last approximately 18 months. Pedestrian access will be maintained during construction, but vehicles must use an alternate route.

There are two new businesses in the Bryn Mawr Village complex: 10,000 Villages is already open. Spread Bagelry will open during the Summer.

The Big Bellies in Bryn Mawr seem to be working well. So well that Big Bellies will be included in Ardmore's budget for next year. The unit that was removed near Pasha in the 800 block of Lancaster will be returned once the site is prepared. An additional unit will be placed at South Roberts and Lancaster.

Business Association Treasurer Dick Cuff's Report

We are solvent. There is \$39,399.86 in the General Account. There is \$25,682.86 in the Bryn Mawr Day Account.

New Business

Tom Dorsey, owner of Bra Spectrum on Lancaster Avenue, suggested that Bryn Mawr consider having a weekly “Bryn Mawr Night” similar to the one he is familiar with in Malvern. This would involve stores staying open late and possibly having special discounts and other offers to entice shoppers. There was quite a bit of interest and it was decided that a small subcommittee would meet to decide the way forward. A general announcement will be made about when a larger gathering will take place for everyone interested in the concept. Contact Tim Rubin (trubin1206@gmail.com) or Carol Felton (cafelton@verizon.com) for more information.

Business Association Flyer

Executive Director Sue Graham brought copies of the long-awaited BMBA flyer with map which she has worked on for several months. Five thousand copies have been ordered and the flyer will remain in use for a year so that sponsors can get their money’s worth. Only BMBA members are listed. It is expected that income from the ads will cover the printing cost of \$2,500. Members can request copies. Copies will be placed in libraries, the hospital, post office, Community Center, etc.

Bryn Mawr Day

Note: The material in this section is meant to be merely representative of the comments made. The discussion lasted 1/2 hour. Please submit additions or corrections or general comments for consideration.

The rest of the meeting was spent reviewing the current status of preparation for this year’s Bryn Mawr Day. Bryn Mawr Day is primarily a community-building effort. It highlights and celebrates businesses that have been in continuous operation in the town for 100 years or more.

In general Sue assured us that preparations are underway in a timely fashion and that her experience in past years has well-equipped her for this year’s effort.

Every BMBA member is entitled to a 10’ x 10’ space for free. Non-member participants pay \$200 and automatically become BMBA members.

Promotion was a major topic of discussion, primarily due to the Inquirer and Main Line Today deciding not to continue their free promotional inserts. Attendees were very forthcoming with such suggestions as engaging the help of Home and School Associations, requiring school sponsors to promote the event as a contractual obligation, and using the Township’s August newsletter. Book markers and door hangers have been productive in the past. We need to print an adequate number of book markers and do a good job of distributing them. We need to consider doing a direct mailing to pre-selected USPS routes. We can target households with kids. It was suggested we reach out to Amy Buckman of the

School District and the Main Line Chamber of Commerce. Savvy Main Line will do its part.

The cost of sponsorship has remained the same: "Presenting" at \$3,000; Gold at \$1,500 and Silver at \$500. The Bryn Mawr Rotary Club sponsors the History Tour narrated by Bobbie McElroy and Bryn Mawr College supplies the tour bus. The big sponsors are private schools and medical offices. Tim offered to review the past sponsor list. He may have personal contacts with some big businesses that are not already committed.

It has been a real challenge to get Bryn Mawr restaurants to commit to providing food at this event. Very few sign up and many who do bail at the last moment. We tried bringing in food trucks, but some did not do well because of bad weather such as extreme heat or rain and did not want to return again. We need to reach out to new food truck vendors such as the ones that attend the Clover Market. Eldernet did not sell their popular \$1 hot dogs last year so the Boy Scouts sold hot dogs and soft pretzels instead.

The new online registration form has been working great according to Sue.

The Boy Scouts, Horizon Church and Rotary are major volunteer sources. Scott Zelov volunteered to man the East Gate to assure only permitted vehicles have access. There are individual volunteers of long-standing such as Dick Cuff, Carol Smith, Sue Davis and Maureen Hennessy and more are needed and welcome. Contact Sue at sggmarketing2014@gmail.com to volunteer or for more information.

Most of the problems encountered last year were due to the weather and are not generic. The trash truck will be positioned where it is less visible but still accessible. Traffic management is a serious issue due to safety considerations as vendors arrive, set up and depart. Arrangements have not yet been made with the Bryn Mawr Fire Department for rides.

Sue will give an update at the next meeting.

Respectfully submitted
Karen Barton

Secretary