

**Bryn Mawr Business Association
Monthly Board Meeting
August 8, 2019
The Camera Shop**

Attendance

Tim Rubin, President; Charlie Grafman, Vice-President; Dick Cuff, Treasurer; Karen Barton, Secretary; Susan Graham, Executive Director; Eric Persson, Lower Merion Economic Development Specialist; Bobbie McElroy; Carole Felton; Michelle Bogosian; Charlie Scott; Tom Manley; Carol Smith; Melissa Wolfer; Michelle Geer

Approval of Minutes

Attendees were invited to comment on the last three months of minutes. There were no comments.

Lower Merion Township

Lower Merion Economic Development Specialist Eric Persson reported that the Hookah Cafe has all appropriate permits and qualifies as a cafe because they have chairs and tables and serve food. Their official name is "The Cozy Cafe." ReDecor is expanding by adding another store front a few doors away from its current original location. A new restaurant called "Fellini Cafe Ristorante" is opening in the space where the Mediterranean Restaurant was, next to Crust. It closed its Ardmore location.

The Board of Commissioners approved a public hearing on the new zoning code for September 18. Adoption cannot happen until at least thirty days later, in October.

Scott Zelov and Tim taped an episode of Lower Merion TV. Tim interviewed Scott, primarily about Bryn Mawr Day. The episode can be viewed on line. It may be possible for the episode to be shown on Radnor's public TV station as well.

Treasurer's Report

Dick Cuff reported there is \$43,157.84 in the BMBA account and \$32,203.86 in the Bryn Mawr Day account. It is expected that we will spend approximately the same amount on Bryn Mawr Day this year as last. We have about \$30,000 in total commitments. \$13,500 of this has been received; the remainder will come in at the end.

We still owe \$27,000 for the Holiday lights (the total cost is \$37,076 with a possible additional cost of as much as \$3,000 for installation). We spread the payments over two years so we can take advantage of two \$5,000 grants from the Township. We will pay \$17,000 before the end of the year and get an invoice for \$10,000 in January, 2020.

The current insurance policy expires soon so we should decide whether to purchase D & O coverage. The new policy will start in November, Sue has a copy of an event day policy for Bryn Mawr Day. We have to decide whether to purchase special coverage for Bryn Mawr Night. It is very difficult to project participation numbers on which the company bases cost.

Bryn Mawr Day

Sue, Tim and Michelle led a detailed discussion of the dozens of decisions yet to be made regarding Bryn Mawr Day with input from those in attendance. Topics included which entertainment providers were already committed and which might still be invited to participate. An important, yet-to-be resolved, issue is restaurant/food truck participation. Melissa Wolfer has been using a list to methodically contact food truck vendors. When they have expressed interest she has referred them to Sue. It was suggested Sue contact the coordinators of the Clover Market since their vendors have an ongoing positive experience there and may be willing to take a chance on Bryn Mawr Day. A few trucks did not have a positive experience their first time out and are not interested in participating again. It is felt to be very important to have two or three trucks.

A great deal of discussion addressed marketing needs that can be met at this late date. There is much to be done in this area. Although he modestly denied it was his original idea, Charlie Scott received kudos for suggesting

distributing table tents to local restaurants promoting both Bryn Mawr Day and Bryn Mawr Night. Publishing dates and deadlines for print media were estimated for discussion purposes.

Bryn Mawr Night

Carole Felton gave an overview of what has been arranged so far for Bryn Mawr Night. She has obviously been working very hard on the project. She finds that business owners want and need to celebrate the town. The purpose of the event is to get people out onto the sidewalks and to show them what the Business Association is doing for the business community. There is a long list of establishments that have agreed to participate, not only by staying open late but also by arranging special presentations or events. For example, at scheduled times the Sporting Club will do a fitness demonstration and Louella will have a fashion show.

Lisa Getz from Main Line Art Center is designing the flier, graphic design and logo for Bryn Mawr Night. At this time it is believed to include a martini since "Bryn Mawr-tini" fits the theme. Including liquor in the marketing material may present a problem for Bryn Mawr Hospital to help out since smoking and drinking are prohibited at their events and on their campus. Carole will be handling the media promotion of Bryn Mawr Night and the Film Institute will be helping. We will also hand out material at Bryn Mawr Day.

The group approved the expenditure of \$300 for a sound system for Bryn Mawr Night and the expenditure of the cost of 1,000 soft pretzels if the Pretzel Factory declines our invitation to donate them.

There was discussion of the pros and cons of creating a separate tab for Bryn Mawr Night on the Bryn Mawr Day website and the inclusion of information about Bryn Mawr Night on the Business Association Facebook page.

Next Meeting

The next Board Meeting will take place on September 12, 2019 at the Camera Shop. Please note this is AFTER Bryn Mawr Day.

Respectfully Submitted
Karen Barton
Secretary