

Bryn Mawr Business Association Meeting  
1/10/2019

Present: Carol Smith; Eric Persson; Carole Felton Shore; Laura Wagoner; Michelle Greer; Dick Cuff; Bobbie McElroy; Susan Graham; Tom Manley; Charlie Scott; Stewart Hoffman; Michelle Bogosian; Tim Rubin, President; Charlie Graffman, Vice-President; Karen Barton, Secretary

#### Introductions

Those in attendance introduced themselves. Tim Rubin, incoming President, explained that he owns 8-10 properties in the heart of Bryn Mawr and is heavily invested in the community. His prior experience is in enclosed shopping malls so he has a retail and merchandising background. He believes shopping malls are like small towns. Goals include driving foot traffic, increasing sales and building community.

#### Financial Report

Treasurer Dick Cuff reported that we are in good shape financially. The BMBA General Account has \$48,690.70 with a final \$2,000 payment due to Rileigh's for this year's Christmas lights. The Bryn Mawr Day Account has \$29,112.86 with a few sponsor payments still outstanding.

#### Commissioner's Report

Scott Zelov reported that yesterday he attended the ribbon cutting for the new \$250 million Bryn Mawr Hospital pavilion. He stated that the building is "remarkable" and "stunning" with state-of-the-art technology and large single patient rooms, new operating rooms and a NICU. They anticipate a February opening once the Pennsylvania Department of Health gives its approval. He has arranged for members of the Bryn Mawr Civic Association to take tours and he imagines Bryn Mawr Business Association members could be included. Tours logically will be ended once the hospital is in full operation.

There was general agreement that it would be wonderful if the general spring BMBA membership meeting could be held there and Michelle Geer said she would check with her superiors about the possibilities. Dates avoiding holidays and catering options will be explored. Tours might take place at the meeting.

Arrowroot moved to the north side of Lancaster Avenue. Maleka closed. Exterior and interior improvements to the spaces formerly occupied by the nuisance bars continue to make them more appealing to potential tenants.

A traffic study of the area of County Line Road between McDonalds and Landover Road has been completed. It was jointly funded by Radnor and Lower Merion Townships. The study was completed before Villanova ended classes for the summer. The engineering firm will present its findings (which are on line) at a general community meeting at Ludington Library on Tuesday, January 29 at 7 p.m. Following public feedback, recommendations will be made. Changes actually made will be up to PennDot and the townships.

A meeting will be held at the township administrative building on Thursday, January 31 to

discuss draft changes to the Lower Merion Township zoning code affecting Bryn Mawr, Haverford and Gladwyne. Since the Bryn Mawr Business Village zoning is a model for zoning codes in the rest of the township there are few proposed changes to the Bryn Mawr business zoning code. Residential zoning will change, however.

Haverford Township commissioner Andy Lewis (who is now President of the Board of Haverford Commissioners) attended the November meeting of the BMBA to speak about a renewed effort by a billboard company to get permission to install two digital interstate highway-size billboards on top of buildings at either end of the block between Old Lancaster Road and Penn Street on the south side of Lancaster Avenue in Bryn Mawr. Unless a resolution is reached between the billboard company and Haverford Township (which opposes the effort and is working to prevent it), a trial will take place in May in Delaware County Court in Media. While this is a Haverford Township issue, it will affect property values and safety in Lower Merion as well.

#### Executive Director's Report

Membership Report: There were 124 paid members in 2018. Twenty-three of these were new members. There are also 23 Bryn Mawr 100 members who are given free memberships in recognition of their special status. The renewal report is not yet done but in the past about 90% of members renew. The usual reason for not renewing is going out of business. A few businesses decide that the benefit of membership does not justify the cost. Three sponsors of Bryn Mawr Day have not paid their \$500 pledges. Tim offered to help with obtaining the delinquent payments.

The Christmas Holiday events were much more successful this year. There were about 600 attendees at the Tree Lighting, largely due to the fact that Ardmore and Wayne held their events the weekend before and were not in competition. Carol Smith has a list of improvements for the event next year including waiting until after the singing is finished and Santa has arrived to bring out the refreshments.

The Saturday events were more successful because they were combined with the Farmers Market and the Bryn Mawr Trust Santa. There is a long list of unsung hero volunteers who make these events successful and their efforts are greatly appreciated.

Sue distributed a mock-up of the new Bryn Mawr Business Association brochure which will be published once a year. It will fold up small enough to carry in a purse or pocket. We still have several spaces for advertisers. Some adjustments need to be made and Tim will work with Sue on filling the empty slots. It was decided to list all Bryn Mawr businesses and bold the names of members of the Business Association. It is hoped that the brochure will pay for itself. Sue will bring a final draft to the next meeting for review. We will probably start with a run of 1,500 copies.

Three stores tied for best window display honors and each will receive a certificate and a check for \$100: Lucky Duck Toys, Robertson's Flowers and Events and John Fish and Son Jewelry.

#### Big Belly Trash Can Report

Eric Persson reported that the cans are on the West Coast awaiting transport to Bryn Mawr.

They are scheduled to have an anti-graffiti wrap applied. Members chose a colorful pattern for the background of the wrap which is guaranteed to last three years. This would eliminate the need for any sort of art work. There will be eight sets of two cans each. Eric will send a map of the locations on Lancaster Avenue at which the cans will be anchored. Each double unit will cost \$6,700 with the wrap, foot pedal and software included. The Business Association has no financial responsibility for or investment in the new cans.

#### Next Meeting

Tim suggested we rotate the location of the Board Meetings from month to month. He will send notice of the location of the next meeting on February 14.

#### New Business

Main Line Today is publishing an edition with an insert highlighting "Hot Neighborhoods." They have already written a section on Bryn Mawr and will publish it if we buy an ad for \$1,250. Tim and Sue will work on this with a deadline in the next few days.

Laura Wagoner of Villanova University reported on the extensive efforts of the University to improve relations with surrounding communities. Restaurant week was so successful they hope to expand the number of participant restaurants and create new activities designed to encourage shopping locally. Lower Merion police will soon begin their winter visits in the Community Harmony program in which they visit every student rental property to remind students to adhere to standards of being good neighbors. The campus/community dialog continued with a meeting in October and a meeting was held in November at the University for community members (mainly Radnor Township) to provide feedback. The main topic was stadium lights. There will be another meeting in the Spring. The University will invite community members to tour the campus as though they were applying for admission. The Lower Merion police are working with Kelly's and Flip and Bailey's to identify creative ways to send a message to students about being good neighbors and staying safe. These may include messages on cups and napkins. Students will be notified of recycling schedules at the end of the semester and the University and the Township will pick up items, take them to campus and sort them for possible reuse. The University is developing a video orientation program for students living off campus and several sessions will be scheduled on campus so all can view it. It will emphasize the code of conduct and University values. Even with the new dorms opening in the coming months, there will still be about 1,000 students living off campus and it will take a partnership of police, businesses and students to assure harmony.

Respectfully Submitted  
Karen Barton  
Secretary