



**MOUNT PLEASANT BUSINESS DISTRICT  
AUTHORITY**

**Minutes from meeting  
Wednesday, August 19, 2015**

**ATTENDANCE:**

**OFFICERS**

Ed Christofano	President	( P )
Donald Rega	Vice President	( P )
Deborah Salopek	Secretary	( P )
Dale Walker	Treasurer	( A )

**DIRECTORS**

David Stairs	(P)
James Rega	(P)
Jason Wisniewski	(P)
Netah Serock	(P)
Nino Barsotti	(A)

**ADMINISTRATIVE**

Linda Vecchio (Secretary) (P)

**PUBLIC COMMENT:**

Robert Keeler/Coal & Coke Trail

Dawn Keefer/American Cancer Society

Meeting called to order at 7:06 p.m. by Ed Christofano.

New Board Members Jason Wisniewski, James Rega, Netah Serock were introduced and welcomed by President Ed Christofano.

Minutes to be read from last months meeting were waived. Motion by Don Rega Seconded by Jim Rega. Motion carried.

Robert Keeler of the Coke & Coal Bike Trail spoke concerning the need for volunteers to help with signs being placed on bulletin boards on the bike trail featuring maps of the borough, bike, route, merchant sights,. Help needed to get notifications out and sponsors are needed. He stated that Council did match the donation made by the BDA.

Dawn Keefer from the American Cancer Society spoke about involvement in Painting the Town Pink in October for Breast Cancer Awareness. Employers and employees of businesses wearing pink in October and having dress down days with donations being made to Cancer Society.

**TREASURERS REPORT:**

In the absence of Treasurer Dale Walker, President Ed Christofano passed out Treasurers Report.

Motion to accept David Stairs Seconded by Deb Salopek Motion carried.

**NEW BUSINESS:**

BDA Website: President Ed Christofano spoke with website coordinator Joe Castellano on changes to be made. Payment of bill presented by Joe is to be on hold until all changes are made. Jim Rega questioned bill and Joe's services. David Stairs spoke of someone who is still interested in managing the website.

Agreement from The Silvis Group was brought up on the watering of plants at the Welcome to Mt Pleasant Sign on Route 31. The Mt Pleasant Fire Department has been watering plants until agreement is made with Silvis. A \$25 fee is asked from Silvis to water plants. Discussion was that Silvis should have had in agreement to maintain the watering. Pop up sprinklers was brought up by Jim Rega. Also suggestion of the Boy Scouts getting involved to help. Deb Salopek going to look in on having Silvis return to do the watering.

\$250 approved for payment to Saturdays Treasurers for grant on signage at the County Market Plaza.  
Motion by Deb Salopek Seconded by David Stairs

Farmers Market report was presented by Linda Vecchio. Very good turnout of vendors this year. Discussion of moving Farmers Market for the 2016 season to accommodate future growth – a larger area will be needed.

**SOCIAL MARKETING:**

David Stairs will do full page ad in Mt Pleasant Journal of businesses. No restaurants or retail. October is Paint The Town Pink for Breast Cancer Awareness. Deb talked of bagging parking meters. Putting collection boxes in businesses in town. Trying to set up free mammograms. Store fronts decorating in pink. Have businesses sponsor a survivor. Deb also spoke of getting involved with Westmoreland Walks. Also get permission from Council to change water at Veterans Park to pink and to decorate the gazebo.

Have the Cookie Tour this year in early November. Discussion on having restaurants do a punch card. Cookie Committee will be Netah, Ed, Jim and Deb.

**MARKETING:**

Marketing meeting will be Tuesday, August 25<sup>th</sup> @ 6:30pm at Deli 31.

**EDUCATIONAL SERIES:**

Speaker for September 23<sup>rd</sup> will be Joe Castellano on websites.  
Speaker for November 4<sup>th</sup> will Debra Meason on Customer Service.

Motion to adjourn meeting at 9:20pm. Motion by Deb Salopek. Seconded by Don Rega.

Next meeting will be September 16, 2015 at 7:00 p.m. At the Main Street Deli & Cafe.

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BDA SECRETARY