



**MOUNT PLEASANT BUSINESS DISTRICT
AUTHORITY**

**Minutes from meeting
Wednesday, March 18, 2015**

ATTENDANCE:

OFFICERS

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

Joe Bauer President of Council in attendance.

DIRECTORS

David Stairs (P)
Kim Giles (A)
Vince Zaccaria (A)
Charlotte Mowry (A)
Nino Barsotti (A)

ADMINISTRATIVE

Linda Vecchio (Secretary) (P)

Meeting called to order at 7:05 p.m. by President Ed Christofano.

Deb Salopek read minutes from February 25, 2015 meeting. Dale Walker made motion to approve David Stairs seconded.

TREASURER'S REPORT:

Incubator \$22,103.66 Balance \$97,369.77

Dale passed out a copy of new audit.

Motion to accept treasurers report made by David Stairs. Seconded by Deb Salopek. Motion carried.

EXPENSES PAID:

Receipt for door at Alexanders Pizza presented Facade Grant for payment of \$750 as issued according to program.

Receipt for office supplies presented for \$16.39 – payable to Linda Vecchio.

Reimbursement payment to Ed Christofano of \$100 for starting petty cash fund in the BDA office.

Motion for payment of bills made by David Stairs. Seconded by Deb Salopek. Motion carried.

OLD BUSINESS:

- BDA Website is being updated for accuracy on business information on master site list. This will be linked to the future QR code in the new BDA brochure that is being worked on.
- BDA brochure rough copy passed out by President Ed Christofano. QR code will allow BDA to list more information about businesses and drive patrons to our website. Changes and additions were added and deleted. Changes to be made for next meeting. Contract is approximately \$1,000.
- BDA bylaws reviewed and will be presented to Mount Pleasant Borough Council on Monday March 23rd.
- BDA contact list distributed to all board members with terms listed.

UPCOMING BDA EDUCATION SEMINAR:

- Woman In Business will be the topic for the next Education Series to be held on May 13th. Time will be 6:00-8:00 p.m. Place Main Street Deli and Cafe.
- Denise DeSabato and Valerie Tressler will be approached to be local panelist along with speaker from Seton Hill. This will be advertised to all the Mount Pleasant Business District and beyond-no attendance fee since we want to encourage attendance and attract businesses to Mount Pleasant BDA District.
- Debbie Salopek will be approaching Standard Bank to be the event sponsor for food/drink.
- Food and drink will be appetizers from Main Street Deli and Cafe.

NEW BUSINESS:

- New Grant Submissions-NONE
- Revisiting a Grant from 2014 – Kraisinger Dental will be reapplied and presented at next meeting. Application was not complete. Linda will be in contact with paperwork.

Committee Reports:

Marketing-

- No function/event to be held for Easter
- Marketing Committee needs to hold meeting before April BDA board meeting.
- Items to address-2015 year calendar schedule “what is the year plan”
- Ideas for newspaper publication?
- Ideas for Mount Pleasant BDA website – why attracts people to Mount Pleasant.

Farmer's Market:

- Advertisement will be created by Ed Christofano-publication release for Facebook/Website
- Ideas for gaining more vendors??? This needs to return to the original concept – A true farmers market has produce home grown and items as such.
- Create application for vendors/Insurance binder request letter – Linda will create.
- Farmers Market discussion of changing hours to 2:00-6:00 p.m. Starting first week in July.
- Discussion about relocating to Washington Street directly in front of Senior Center. Ed Christofano will be addressing with MtP Borough Council. The concept was to bring this into the center of town and gain better traffic. He will report via email once he meets with council.

BDA Tax Assessment:

- Identification process of properties to BDA assessment tax is 75% complete.
- Future meeting to be held with Mount Pleasant Borough to address concerns for tax assessment process.

Cookie Tour:

- N/A

Go Pink MTP:

- Deb Salopek to chair Pink Committee along with Denise Desabato and Valerie Tressler.
- **FACEBOOK** – Linda will be selecting ONE business per day to list on the BDA facebook page to communicate “what's happening in town!”. This is rotated and will be done by Linda on a daily basis; she will serve as the central hub to communicate posts on facebook to eliminate excessive posting and duplication. Members are asked to call Linda with ideas for posts so they may be worked in the schedule.
- Summer Sidewalk Program – Ed Christofano will be researching possible ways to promote a monthly or weekly summer sidewalk sale program for 2015. To start sometime in July – would like to coordinate with Farmers Market to increase patron traffic.

OPEN FLOOR:

- Joe Bauer spoke of new and upcoming road work to begin and heavy traffic patterns being a concern on Main Street. Requested BDA to help keep businesses open with marketing program or signage. Ed Christofano will be working with MtP Borough with all future communication.
- BDA will NOT be doing flower pots on Main Street this year due to this construction. Ed Christofano will also be researching a more permanent concrete planter fixture for Main Street. In addition, with the construction on Main Street this would be a great opportunity for the BDA to define a business district with street signs unique to the business district.

Motion to adjourn meeting at 9:00 p.m. Made by David Stairs. Seconded by Deb Salopek. Motion carried.
Next meeting will be April 15, 2015 at 7:00 p.m. At the Main Street Deli & Cafe.

