



**April Minutes**  
**Montclair Center BID**  
**April 2, 2014**

Present: Phil Cantor, Robert Weber, Sue Schultz, Diane Israel, Sharda Ramharack, Sharon Gill, Rich McManon, Michael Gillespie, Janice Talley, Arlene Carrini, Lisa Johnson, Jerry Sweeney, Debbie Santiago.  
Guest Speaker: Janice Talley

- I. Call to Order: Phil called the meeting to order at 7:06 pm.
- II. Janice Talley
  - a. Introduction: Robert introduced Janice Talley to the board. Janice's job is a tough one, towns are always changing and Janice's job is to keep our town current and looking into the future. Robert encouraged the board to ask questions about where the town is going.
  - b. Presentation by Janice Talley.
    - i. Janice gave a summary of the Land Use and Circulation Draft Master Plan. Janice encouraged board members to attend the Planning Board session later in April to have your voice heard. (Please note this has been rescheduled for May 20).
      1. Recommendations covered but were not limited:
        - a. Parking: enhance design standards, density bonuses, and incentive zonings.
        - b. Transit: increase shuttle bus service, enhance bus stops, and create better crosswalks.
        - c. Economic development: use public art to strengthen the sense of place. There is a lot that can be done with the Social Security land.
        - d. Art and entertainment: Market the core parts of the district as an entertainment destination.
      2. Montclair Center Gateway Phase II (Centro Verde was Phase I) properties and uses are up for discussion.

## Updates, April 2nd, 2014 Montclair BID Board Meeting

- c. Q&A with Janice Talley
    - i. Phil expressed concern that Centro Verde will be Sienna Park II; meaning high vacancy rates on the bottom floor and no concern in renting them. Janice noted that the bottom floor will be constructed differently than in the Sienna and will be more desirable to interested tenants.
    - ii. Sue asked if there was any headway on the fountain on Valley Road and if Centro Verde will improve it. Janice stated that there is approval required.
    - iii. Other BID priorities included:
      - 1. Angled parking
      - 2. Better bike lanes
      - 3. Enhanced bus stops
      - 4. Bringing MAM down Bloomfield Ave and into the community more.
  - d. Robert concluded the talk and expressed great appreciation for the dialogue with Janice.
- III. Adoption of the March Minutes:
- a. Corrections that were noted:
    - i. Add March 5<sup>th</sup> to the header.
    - ii. Add the word service to the Salvation Army portion of the minutes.
  - b. Michael moved to accept the minutes with the corrections. Diane seconded. The minutes were unanimously approved.
- IV. New BIDness
- There was no new BIDness.
- V. Organizational Updates
- a. MAM: Michael presented the program for April's First Thursday. He also introduced the MAM Truck. MAM purchased an ice cream truck and will repurpose it into an art truck or 'museum on wheels'. It will go to various sites around Montclair and provide educational art experiences. The truck was purchased that day and the next step is determining the branding for the outside.
  - b. Traffic and Parking Advisory Committee: Phil noted the committee is making more moves to require consistent parking restrictions all throughout town. Some board members expressed frustration in parking areas around the Wellmont and the decks. Phil encouraged board members to call the parking utility with these concerns to get the ball rolling. Phil also requested a Parking Summit with a Roger Brooks seminar and then time for action oriented ideas.

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- VI. Updates (See attached):
  - a. New Businesses & Vacancies
  - b. Legal Update: We are awaiting our result. Luther stated he will keep the board posted.
  - c. Events
    - i. Ladies Night: The feedback was very positive and people would like to do another one this year.
    - ii. PeepShow Window Display Contest:
      - 1. Open House/Construction April 4<sup>th</sup>
      - 2. Voting from April 5<sup>th</sup>- April 20<sup>th</sup>
    - iii. Montclair Center Stage
    - iv. Art Walk: May 16<sup>th</sup> 6pm-9pm
  - d. Marc Willson Visit
  - e. [www.MontclairCenterBID.com](http://www.MontclairCenterBID.com)
  - f. Awards
  
- VII. Last Comments
  - a. Jerry asked that the minutes reflect how appreciative the BID is for Janice Talley's time. Several board members echoed this sentiment and said they enjoyed her presentation.
  - b. Brian Stolar is suggested as a future presenter.
  
- VIII. Adjournment: Jerry motioned to adjourn, Sue seconded and the motion passed unanimously. The meeting adjourned at 9:00pm.

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Updates

### **New Businesses & Vacancies**

#### **New Business**

- Takover (Moved)
- Montclair Motor Cars
- Dirt & Noise
- Tutu Spoiled

#### **Vacant**

- Weaving & Eyelash Salon
- Fast Frame
- Irish & More
- Blowout Gallery
- Dots

#### **Coming Soon**

- Yalo & Me (was Café La Crepe)
- Noches de Colombia
- Xocolatz

### **Legal Update**

Our OPRA case was heard in NJ Appellate Court on March 17. We expect a verdict "in a matter of weeks."

### **Events**

**Ladies Night** was quite a successful evening in attendance, atmosphere and sales. Participating businesses and customers gave extremely positive feedback and many are looking for one in October. Businesses that partnered and offered a unique experience had the best turnout.

The **PEEP Show Window Display** will take place from April 5<sup>th</sup>-April 20<sup>th</sup>. Merchants will construct window displays feature the popular candy, Peeps. On April 4<sup>th</sup> some merchants will invite the community into their stores to help construct the display. Voting will take place in store and on BaristaKids. Big thanks to BaristaKids for adding press to this event and to CVS who is providing a 30% discount on Peeps to participating merchants.

Spring is here and the **Montclair Center Stage** is weeks away. We have sent out a survey asking for merchant feedback on the music. If you have not filled it out but would like to share your thoughts, please do so as soon as possible. The start date for music is currently April 26<sup>th</sup>.

The **May Art Walk**, A Little Night Art XIII will take place on May 16<sup>th</sup> from 6-9pm. Sign-ups went out last week and we already have several participants. We are looking forward to celebrate our ever-growing arts community.

### **Marc Willson Visit**

**Marc Willson** is a nationally-renowned downtown and independent retail and restaurant consultant. He brings 35 years of retail experience to bear in helping businesses, refine and promote their concepts to the public. Main Street New Jersey made Marc's trip possible to Montclair Center. Today (Wednesday) at Phil

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Cantor Photography, Marc gave a retail seminar on customer service, marketing, merchandising and social media.

Another aspect of his trip is to host on-site sessions with eight merchants. During these sessions he will assess and advise on individual challenges our merchants have identified. Marc will visit again in early June. Please reach out to Lydia or Luther if you are interested in participating in his next visit.

### **Website**

We continue to have technical issues delaying the public launch of our new website, however you may take a look at the future at [www.MontclairCenterBID.com](http://www.MontclairCenterBID.com).

### **Awards**

The Jersey Arts People's Choice Awards were presented on March 20<sup>th</sup> at the New Jersey Tourism Conference. We were awarded Favorite Downtown Arts District. Montclair Art Museum was honored for the most write-in votes and Montclair Film Festival went home with Favorite Film Festival. This is the second year in a row that these three Montclair Center institutions too home honors. We are not in the running for a Great American Main Street Award.