

# MONTCLAIR CENTER BID

## 2014 Annual Meeting Minutes

December 10, 2014  
Phil Cantor Photography  
26 Lackawanna Plaza

Phil Cantor called the meeting Call to Order at 7:15.

October minutes were presented and passed unanimously. Phil explained that we did not have a quorum in November, so there were no minutes from that meeting.

Phil reported that 2014 was a successful year on a number of fronts: Our events continue to grow in audience and prestige — we had big new successes with the Winter Festival and Montclair Fashion Night; our outreach and PR is reaching more people and building our brand, both with our web site and social media; and our work on making Bloomfield Avenue a complete street is gaining partners and traction. Phil noted these successes are noticed, as awards and accolades continue: We were named NJ's Favorite Downtown Arts District in March for the second year in a row; South Park Street was awarded the Platinum Excellence Award from Downtown NJ in December; and we are a Great American Main Street Award Semi-Finalist and have high hopes for when the winners are announced in March 2015.

Luther Flurry gave a report that touched on successes already mentioned and looked forward to continuing to strengthen the attraction of Montclair Center to both customers and businesses. Specific goals include: better parking and parking policies; smart development downtown; and continued and expanded regional marketing.

Robert Weber introduced the 2015 Proposed Budget. He noted that the budget increase was just under 3%, and that the budget reflects economies and operational changes made over the last year or so. The BID and its operations have greatly changed over the years, most notably from a Strategic Planning process 3 years ago that led to a significant increase in on-street events. The most recent changes were taking certain landscaping tasks in-house, which increased Ambassador pay and decreased landscaping costs. Robert noted that the increase in BID vehicle cost is to extend its useful life. Insurance costs reflect increase in events. The budget passed unanimously.

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Ballots for 2015-17 board terms were collected and counted. Property owners Sharda Ramharack, Sue Schultz and Guy Kinley and Business Owners Lisa Johnson and Diane Israel were elected. Phil Cantor congratulated and welcomed these board members.

The floor was opened for comments and discussion. Debbie Santiago expressed concerned that the BID did not put enough resources into advertising, particularly print ads beyond Montclair. Debbie was upset about the timing of the distribution of posters for the October Ladies Night Out. Luther promised to do better in the future. There was a conversation about the need for a visitors' center and our inability to pay for one. Israel Kronk suggested that we might start a program using local businesses as volunteer, mini-visitors centers. The businesses would have special signage and keep current Montclair Center literature and information. Israel also suggested that some of what we do might be covered by sponsorships or grants and he asked to us to convene fundraising meetings.

The meeting was adjourned at 8:40.