



Present: Phil Cantor, Israel Cronk, Sharon Gill, Diane Israel, Lisa Johnson, Sue Schultz, Sean Spiller, Sharda Ramharack, Gerald Sweeney, Robert Weber, Luther Flurry and Lydia Fantozzi

- I. Call to Order: Phil called the meeting to order at 7:05pm
- II. Adoption of the January 2014 Meeting Minutes- Lisa noted that she is missing from the January attendance. Diane moved to accept the minutes with Lisa's addition and Sue seconded. The motion passed unanimously.
- III. Discussion Topics for Future Board Meetings:
 - a. Brainstorming: What type of topics, guests and general edification would the board like?
 - i. Luther introduced Roger Brooks library as a possible option for future Board Meeting topics. It is decided that we would like to make these available to the general public (merchants, township members) and not just the board.
 - ii. Phil opened the floor to other ideas to bring our board members to the table. People had both topics they would like discussed and ideas for hosts. The ideas/topics that were put forward included the following:
 1. Sue would like Janice Talley as a speaker.
 2. Robert would like to have a board meeting to discuss liquor licenses. Would we support more liquor licenses?
 3. Jerry suggested we spend a meeting discussing visual improvements (signs, planters, awnings) to make the downtown look more attractive, as well as cleaner.
 4. Jerry also suggested we should discuss how we can help create affinity groups to create more events.
 5. Jerry would like a meeting on vacancies and how to address them.
 6. Lisa noted that having the mayor attend would be beneficial. Rich and Sean note that they would approach the town. However, Sean noted that Janice would be a great speaker from the town.
 7. Sharda asked if we could have someone from the New Jersey Main Street come to speak.

Updates, March 5, 2014 Montclair BID Board Meeting

8. Luther suggested the topic of parking. This topic could cover parking duration and parking technology.

The parking suggestion spurred a general parking discussion. Luther stated that we have gone from a parking perception problem. Rich and Sean state that this is a hot button issue for the town. Mayor Jackson said parking would be a priority.

9. Lisa suggest energy aggregation as a topic and Grey Russell was recommended as a speaker.

- b. Committee: Phil asked if anyone is interested in joining a committee to help plan these topics. Sue and Sharda volunteered to join the committee.

IV. Updates (See Attached)

- a. Legal Update: Jerry provided a brief recap of our OPRA Suit for new board members. He then followed with a legal update. He noted that we will have our oral argument on March 17th in front of a panel of three judges.
- b. New Businesses & Vacancies:
 - i. Duke and Duchess lease expired, and they will be closing.
 - ii. Blue Mercury will be opening in half of the old South Park Bar building. Luther noted that when Blue Mercury and it's neighbor move in it should lift the caliber of the street.
 - iii. There is discussion of the Sienna Space and how it is a difficult space to rent and utilize. It is agreed that a destination/ regional store must be there in order to attract attention.
- c. Events
 - i. Big Game Winter Festival
 - ii. Ladies' Night: March 14th 6-9pm: An important focus of this event is about providing an experience that online shops cannot.
 - iii. PeepShow Window Display Contest:
 1. Open House/Construction April 4th
 2. Unveiling April 5th
 - iv. Summer Programming:
 1. The farmer's market will be opening this summer twenty-five Tuesdays on South Park Street from 1-7pm. Steve has reached out to his first choice members and received confirmations from all of them.
 2. Montclair Center Stage: A survey will be going out to all merchants to discuss music for the summer.
 - v. Calendar of 2014 Events

Updates, March 5, 2014 Montclair BID Board Meeting

- d. Website: Our website has been stalled due to technical matters of optimization the better part of a month. We have people working on it currently. Luther is learning how to become a web optimizer. The new website- is going to be www.montclaircenterbid.com. Luther encouraged the board to take a look at it while issues are being resolved.

Conferences/ Webinar

- i. Retail Minded: Retail Revival Webinar: February 24th
 - ii. Alignable Webinar: March 12th morning session, March 13th afternoon session
 - iii. National Main Street Conference: May 18th-May 21st
- e. Awards
 - i. Discovery Jersey Arts
 - ii. Great American Main Street
 - iii. South Park Street is a semi-finalist for the NJ Smart Growth Award. The site visit should be soon.

- V. New BIDness: Phil asked the board if anyone has new business.
 - a. Debbie noted that South Fullerton has not been taken care of this winter. Certain parts of the lot were not plowed at all and other parts were cleared but snow built up in corners. Sean mentioned that these plows were contracted out and were cleaning twenty towns. Rich points out that this winter was a challenge because snow hit us continuously. Debbie noted that it was not just plowing that was an issue with lots, but potholes and the Wellmont. Potholes were never properly patched after numerous complaints and the Wellmont continues to buy up spots.
 - b. Phil asked that we touch on board member attendance. Can we revoke Talat Huessin's membership due to non attendance? Robert seconded the motion. The motion passes unanimously.
 - c. Rich wanted to note that he is thrilled we have access to the Roger Brooks library. Is a supporter of Brooks work and he and Luther discuss having the council watch more of his webinar
 - d. Rich also noted how impressed he was with Sorrelli and their façade. He stated that they did a great job, and their lighting makes everything pop.
 - e. Sharon thanked Lydia for her work on Facebook.

VI. Organization Updates

- a. Assisted Living: The case is going to the Supreme Court. With each step it has been dismissed. Now Supreme Court has decided to hear it. Riched noted that Harley Cook has asked them to weigh in, however the council has decided not to. The BID sits firmly on the fence. They are not our top choice for the area, however if they

Updates, March 5, 2014 Montclair BID Board Meeting

honor their contract they could add jobs, public art, and some business. Luther noted that as of right now parking on Church Street has been shut down.

- b. MAM: Tomorrow is Free First Thursday at MAM
- c. Taste of Montclair is on Monday, March 20th.
- d. Luther congratulated Diane as she will be honored for volunteer serves by the Salvation Army.

VII. Adjournment: Phil asked for a motion to adjourn. Jerry motioned and Sharon seconded. The meeting is adjourned at 8:43pm.

Updates

Legal Updates

The Montclair Center BID will return to court on **March 17th at 9:30am**. Although we won with prejudice in April 2013, our case will be heard at the appellate level. Thanks to Gerald Sweeney of Sweeney Lev.

New Businesses & Vacancies

New Businesses:

- Mondo Vegan
- One Savvy Design
Shabby Chic
Furniture
- Fogo
- Pavilion 1
- Moxie Blowdry &
Beauty Bar
-

New Vacancies:

- Accessory Box
- My Blue Suede
Shoes
- Crimson Salon
- Saplings
- Duke & Duchess
- Montclair Physical
Therapy

Coming soon:

- Budhakan
- Tutu Sweet
- Noches de
Colombia
- Blue Mercury
- Dirt & Noise

Events

The **Big Game Winter Festival** took place on February, Saturday 1st. This was a town event with BID backing, entertainment and staff. Nearly, 6,000 people came out for the Norwegian candles, bouncy house, Montclair Center Stage, magician, Madden Game Truck, ice sculptor and other activities. This was a great opportunity to connect with the community and work with entertainment vendors we had not used in the past.

Updates, March 5, 2014 Montclair BID Board Meeting

Ladies' Night Out will take place on **Friday, March 14th from 6-9pm**. This event is **experience**, not sales, driven. Each participating merchant will offer a tutorial, makeover or activity to engage potential new customers. Merchants are partnering at most locations to create stronger mini-events around the district. We hope that this model will strengthen and inspire merchant partnerships.

The **PeepShow Window Display Contest** will kick off in early April and is an effort to encourage merchants to focus on attractive and interesting window displays and engage the community. All window displays must incorporate the candy Peeps. On **Friday, April 3rd from 3-8pm** participating merchants are encouraged to open their doors to invite the community in to help decorate. On **Saturday April 4th** merchants will unveil their window displays and community voting for the best window display will run for two weeks.

Summer programming will include (not for publication yet) a **Farmers Market** on **Tuesdays 1-7pm** from **June 3rd** through **November 25th**. Farmers and artisanal food vendors have already signed up. A publicity roll out will be soon. We are reaching out to businesses and customers for input on the Montclair Center Stage. We anticipate several large music events punctuating the summers' activity.

Calendar of 2014 Events

- Ladies' Night Out: March 14th 6-9pm
- PEEPSHOW Window Display Contest: April 4th & 5th
- Montclair Center Stage Kick-off: April 26th
- Montclair Film Festival: April 28th-May 3rd
- GLAM Street Fair: May 3rd
- YMCA Family Street Fair: May 10th
- Art Walk: May 16th
- Farmer's Market: June 3rd-November 25th
- Sidewalk Stroll: June (date tba)
- Jazz on Montclair Center Stage: (date tba)
- Montclair Jazz Festival: August 16th (out of district)
- A Fashionable Night Out: September (date tba)-Bangz wants to get this thing going. Tented- Bangz has the contacts and gets it done. Sponsors. South Fullerton could be a street.
- Crane Park Festival OR Class sign-up day: September 27th
- Art Walk: October 17th
- Pumpkin Painting Contest: October 18th
- Halloween: October 31st
- NJ 350 Pop-Store: November 21st-November 29th : we hope to have profits to pay rent. We will be practicing our best practiced This is the first week of a 5 week the pop up store. It will also be an info and wrapping center, directions

Updates, March 5, 2014 Montclair BID Board Meeting

and directory. We will be looking for some volunteer for wrapping station. We will probably connect with etsy like people and we may be hiring sales staff. We will combine this with some micro events maybe a landlord will not charge us so much.

- Small Business Saturday: November 29th
- Montclair Center Pop-up Store: November 21st- December 24th

Website

Our **website** has been stalled due to technical matters of optimization the better part of a month. We have people working on it currently.

Conferences and Webinar

Main Street New Jersey invited the district to a February 24th **webinar** entitled **Top Ten Tips from Retail Influencers** hosted by **Retail Minded Magazine**. The webinar focused on customer service, store layout and inventory. If you did not see it, you should. We will send a link in our next BID Blast.

Many of you have received invitations to **Alignable**. Alignable.com is an online platform to connect locally for advice, awareness, event ideas and drive business towards one another. We will be hosting a general information will Alignable on **March 12th at 9:15am** and **March 13th at 2:30pm**. Invitations to the webinar will be sent out through our BID Blast.

The **National Main Street Conference** will take place **May 18th-May 21st** in Detroit. If you are interested in joining Lydia at this conference, please let her know. We expect Main Street to provide tuition scholarships and hope to subsidize your room and board.

Awards

Great news! For the second year in a row we won **Discover Jersey Arts People's Choice Awards** for **Best Downtown Arts District**. Montclair Film Festival won for Best Film Festival and the Montclair Art Museum won an honorable mention. Luther will attend the NJTIA **New Jersey Conference of Tourism** on March 20th to receive this award.

We hope for good news on Friday, March 7th when we will learn if we are a **Great American Main Street Award** semi-finalist. The office will keep the board posted.

Updates, March 5, 2014 Montclair BID Board Meeting