



Board Meeting Minutes  
May 5, 2014

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**Present:** Israel Cronk, Diane Israel, Lisa Johnson, Maureen Edelson, Michael Gillespie, Rich Mahon, Debbie Santiago, Sue Schultz, Joann Smalls, Gerald Sweeney, Robert Weber and Lydia Fantozzi

**Guest:** Paul Zimmerman

- I. Call to Order: Jerry called the meeting to order at 7:05pm. Jerry noted that Phil was absent due to a conflict and Luther was absent due to illness.
- II. Jerry welcomed Paul Zimmerman and thanked him for attending. Paul thanked the BID for the great job it is doing. However he had several items on his list to discuss.
  - a. Sirens. He asked that the BID attend Captains' meetings of the ambulance levels. The sirens are too loud and he wanted this to be kept on the BID agenda.
  - b. Street Lights. There are a lot of street lights out and he suggested that we keep track of this and submit to PSE&G (please note: the BID reports are submitted on a monthly/bi-monthly basis).
  - c. Peter Premavera. Paul was curious on board opinion of Peter and if Luther has met him.
  - d. Sign Application. The sign application for the HPC is cumbersome, and takes too long to get approval. Paul noted that Luther has helped several tenants deal with the process but the process should be streamlined. He was also curious as to the HPC credentials.
    - i. Debbie noted that although some may find the HPC difficult they are there to provide balance and enforcement.
    - ii. Maureen noted that the zoning office is very off putting and had she been a potential merchant, she would not come to Montclair. She suggested that they ~~exam~~ their public ~~examine~~ relations and look to Janice as potential ally.
  - e. Loading Zones. Paul stated that not enough people know that they may park in loading zones after 7pm. Jerry said this was an issue that was taken up by the parking committee.

- f. Garbage. Paul wanted to make sure that garbage pick up remained on the BID agenda. Residential and commercial garbage continue to mix and it's frustrating.
  - i. Debbie noted that merchant involvement must get better. She witnessed another merchant kicking garbage out on the sidewalk, into the street. That is not acceptable.
- g. Property owner email list. Property owners should be invited to each meeting and receives a copy of the minutes. The BID should have a property owner email list.

Jerry thanked Paul for his insight and asked that he send a copy of his thoughts to Lydia. (It is attached to the minutes)

III. Adoption of the April Minutes: Sue moved to accept the motion, Robert seconded. The minutes were unanimously accepted.

- IV. Treasurer's Report: Robert reviewed the overall budget and his report
- a. Expenditures: we are on target, including our large mulch budget.
  - b. Visual improvements: we had a cold spring so things like weeding have been delayed. These dollars will end up being spent later in the year.
  - c. Special Events/Advertising: The numbers are high here because we prepaid several outlets for a yearly advertising.
  - d. Office Supplies: Also a little high due to the TV purchase to be used for webinar and future meetings.

Robert noted that overall we are pretty much on pace.

V. Updates (See attached):

a. New Businesses & Vacancies

b. Events

- i. Peep Window Display Contest: Lure Lash Winner
- ii. GLAM! Glenridge Avenue Merchants Street Fair: May 3<sup>rd</sup>
  - 1. Lydia presented the update on the festival. There was confusion between merchants and the town over event forms. Jerry suggested that the BID should draft a how-to guide on sponsoring events by next meeting. Rich noted that the town is now working on a new form and guideline process right now.
  - 2. As the BID provided the bouncy house for the event, they should get credit. A suggestion is made that the Bouncy House should have BID Lettering on the side.

3. Debbie noted that street fairs often do not work as they put undue burden on a couple of businesses and the return on investment is not high.
  4. Israel wondered if merchants from other towns could participate in events. The consensus was that since this is a BID event that outside vendors are frowned upon.
  - iii. Montclair Center Stage
    1. First Fridays: First Friday of the Month from 5pm-9pm
    2. Saturdays: 5pm-10pm
  - iv. Historic Walking Tour: May 4<sup>th</sup>: Robert said that it was a wonderful event a great reminder of what a historically and culturally rich history we have. It was worth the time.
  - v. Art Walk: May 16<sup>th</sup> 6pm-9pm
  - vi. Sidewalk Stroll: June 14<sup>th</sup>
- c. Conferences and Webinars
- i. Marc Willson: The Art of a Business Seminar and One-on-one Sessions: The seminar was well attended- that part of the experience was well done. The one on one merchant sessions did not go as well.
    1. Lisa, Debbie, and Diane noted that the one-on-one sessions were not worth their time. However the seminars were informative.
    2. Luther and Lydia have expressed their concern to MSNJ and he will not return to New Jersey.
    3. Jerry said that the broader principle was to bring in outsiders to help merchants do better. We should continue to take advantage of outside coaching and evaluate who comes town.
    4. It is also proposed that we coach from within our community with an advisory board. This would entail people who can identify people who need help and people could take the time to coach. Jerry encouraged the board to reach out with suggestions on businesses.
  - ii. DRMI: Digital Downtown
  - iii. Main Street Conference: May 17<sup>th</sup>-May 21<sup>st</sup>
- d. Website- Jerry noted that this was a budget priority and it is being gradually rolled out.
- i. Since Luther was not present Jerry asked that by next meeting we know:
    1. When will we have the complete roll out of the website?

2. When will the old website re-direct.

VI. New BIDness:

- a. Legal update: We still have not have gotten a response. Jerry noted that when this much time has passed, it may mean that this is a significant ruling and that they are putting it together to be published.
- b. A welcome center: Israel believed that there should be a Montclair Center Welcome Center. He noted that the office is tucked away and that is not in a spot where people can come in and ask questions.

VII. Organizational Updates

- VIII. Adjournment: There is motion to adjourn by Lisa, seconded by Diane. The meeting ~~ends~~ at 8:30pm.

adjourned

## Updates

### New Businesses & Vacancies

#### New Business

- Glamour Gal  
Beauty Supplies
- The V.I.P Boutique
- Xocolatz
- Laboratoria  
Kitchen
- Retro Grade

#### Vacant

- Drill Fast
- InsaniTea
- Fast Frame

#### Coming Soon

- ANI Ramen Shop
- NJ Fitness Factory
- East Side Mags

The **PEEP Show Window Display Contest** wrapped up on April 21st. Lure Lash was the first place winner, parlor hair studio was a close second, Essex Fine Arts and Bangz tied for third place. Many merchants created truly amazing displays out of Peeps and several are eager to do another window display contest this year.

**The GLAM! Street Fair** took place this past Saturday from 11am-6pm. Glenridge Avenue Merchants came together for their second annual street fair with food, sales, music, demonstrations, crafts and vendors. The Montclair Center BID provided the bouncy house, the Montclair Center Stage and staff time. The group reported a success in terms of turn out and some in terms of sales. We are thrilled to see merchants coming together.

The **Montclair Center Stage** is up and running. Based on merchant, board and community feedback we have made some changes. This summer we have **First Fridays** and later music on Saturdays. The First Friday of each month there is music on Church Street from 5-9pm. The programming is mellow and creates a wonderful date night atmosphere. On Saturday we have shifted our programming into later in the evening, with music from 5-10pm. Unfortunately, our first Saturday was cancelled due to inclement weather. Thanks to Joann Smalls for her dedication and for bringing another great summer of music to Montclair Center.

The **Historic Walking Tour** took place last Sunday. The tour covered 30 destinations in and around the district and 40 people attended. The BID helped with editing the walking tour brochure and printing.

Updates & Agenda

May 5, 2014

The **May Art Walk**, A Little Night Art XIII will take place on May 16th from 6-9pm. Twenty-four venues are participating including some new venues such as Tutu Spoiled, who is featuring children's art work from the Yard School of Art.

### **Agenda & Updates Montclair Center BID April 2, 2014**

The **Sidewalk Stroll** will take place on Saturday June 14th. Like last year we are encouraging merchants to create '**Stroll Stoppers**' which are mini events, activities or attractions that we can advertise. The sign-up link has gone out and we are looking forward to a fun filled Saturday.

### **Conference and Webinars**

**Marc Willson**, nationally renowned downtown and independent retail consultant, visited Montclair Center twice this spring. He hosted two seminars, 'Competing with Big Box Retailers' and 'Art as a Business' and visited eleven merchants for onsite visits. As noted before, Marc's visits were made possible by Main Street New Jersey. Marc's visits were met with mixed reviews.

Last week Luther, Lydia and Lisa all attended the DRMI **Digital Downtown** provided by Main Street New Jersey in South Orange. It was an all day seminar by George Weiner of The Whole Whale, a social media consulting firm. The seminar provided some great takeaways that we are eager to share with our merchants. A social media tips & tricks BID Blast will be out shortly.

Next weekend Lydia and Lisa will attend the **National Main Street Convention** in Detroit, MI. Tickets to the conference were provided by Main Street New Jersey. We look forward to hearing their takeaways from the conference.

Last month Janice Talley attended our BID Board meeting and encouraged the board to attend the upcoming public hearings. Please note the dates have changed. The **Land Use/Circulation Plan Public Hearing** will take place on May 19th at the High School Annex and the **Hotel Public Hearing** will take place on June 9th.

### **Website**

The website is being rolled out this month. We have shared it on our Art Walk posters and are beginning to direct traffic to the site. Please take a moment to visit the site if you have not already.

## May 7<sup>th</sup> 2016 Montclair BID MTG

1. Compliment BID on local marketing programs, I am getting those emails.
2. What efforts have been taken to reduce the intensity and frequency of screaming sirens on the avenue?
3. There still are a lot of street lights out some of which have been out for over 6 months, need more attention to this
4. There are several street lights completely gone, they must be replaced.
5. What is your impression of Peter Primavera, what happened to Ross Barton?
6. I would like the BID to be more proactive in implementing a more reasonable sign application procedure. One applicant on Church Street took over 6 months to get approved ( JC Aviles)
7. I know some merchants and building owners who would upgrade but won't go thru the hassle of the Historical Committee. This is counterproductive.
8. What progress is being made on garbage collection?