

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID

June 7, 2017 – 7 p.m.

BID Office

Board members in attendance: Jeff Beck, Phil Cantor, Arlene Carrini, Jenna Davis, Jason Gleason, Lisa Johnson, Eddie Peralta, Sharda Ramharack, Joann Smalls, Sue Schultz, Nicci Silva, Jerry Sweeney, Nat Testa, Elaina Watley and Robert Weber

Absent: Renee Baskerville, Guy Kinley, Kazim Mirza, Steven Plofker, Matt Silverman and Sean Spiller

Staff: Israel Cronk, Diane Israel and Ann Marie Sekeres

CALL TO ORDER

1. Phil called the meeting to order at 7:02 p.m.
 - a. Matt made a motion to accept the April minutes as corrected, Jason seconded. Minutes passed unanimously.
2. Review of May Minutes:
 - a. Israel noted that the minutes it should say “minutes” instead of “agenda”
 - b. Motion to accept minutes as corrected Sue Schultz. Seconded by Lisa.

OLD BUSINESS

a. BYLAWS & OFFICER APPOINTMENTS

- i. Next meeting to be scheduled after Labor Day to discuss clearer language, new titles, duties, and township acceptance of updated BID resolution.
- ii. Committee comprised Elaina, Nat, Lisa, Joann & Israel.

b. ANTI-DISCRIMINATION PROPOSAL BY CIVIL RIGHTS COMMISSION OF MONTCLAIR (CRCM)

- i. A meeting with Joe Kavesh and members of the Anti-Discrimination Ordinance Committee of CRCM.
- ii. Joe Kavesh will be bringing people to this meeting including a legal advisor. The BID will invite Gerry Sweeney, Vice President of the BID, to join the meeting.

c. GLENRIDGE AVE ARTS & MUSIC FESTIVAL – CANCELLED

- i. Due to torrential downpour, the festival was cancelled.
- ii. Rescheduled to the Fall – October 7th, 2017 on Glenridge Ave.

d. MATISSE WEEK

- i. Merchants reported little to no affect in business income or patronage.

e. CHALK WALK

- i. Church Street was closed to provide a safe environment for families to express their artistic side on the street.
- ii. More than 300 kids came to participate. Merchants provided activities outside of their business for families to which to interactive with. Oversized games such as chess, checkers, Connect Four, and Jenga were added by the BID.

NEW BUSINESS

1. **FARMERS MARKET – REBRANDED AS “CRANE PARK MARKET”**
 - a. The BID has been contacted by Profeta Farms and has committed to partner with the Crane Park Market. They can provide produce, meat, cheese.
 - b. Police are not needed, reducing the cost impact of the market.
 - c. The BID’s permit application has been approved by the Parks & Recreational Department, Pat Brechka, to have a market at Crane Park every Thursday from 3-8PM and Sunday 12-5PM until October 31, 2017.
2. **COMMUNITY GARDEN COMPONENT TO CRANE PARK**
 - a. Crane Park is in disrepair. Revitalization of the pocket can be accomplished by engaging local residents and advocates to weed and plant wildflowers or vegetables.
 - b. Israel will be coordinating a clean-up of Crane Park within the next few days.
3. **KIDS BIZ COMMITTEE**
 - a. A committee of kid-centric businesses to organize and focus marketing efforts to families locally and regionally. The objective is to coordinate better events and promotions to Montclair’s families.
 - b. Kids Biz Meeting – May 23rd
 - i. 30 kid centric businesses, 16 showed up.
 - ii. KidsBiz committee has decided to work with Oktoberfest and Y’s big anniversary to have market a FamilyFest at Crane Park the same day, September 23.
 - c. The Board voiced some concerns about holding two events on the same day. The concerns will be addressed with the Kids Biz at the next meeting.
4. **MIDLAND AVE MERCHANT MEETING**
 - a. A meeting with merchants of Midland Avenue to discuss the potential of creating an event to increase the exposure of the businesses on that street.
 - b. Moving the Tour De Montclair, Open Streets Festival and the parklet demonstration there were discussion and support.
 - c. The idea is to use Montclair cultural staples as inspiration for placemaking through public art.
 - d. Commemorates Betty Dallery who started May in Montclair. Her trust buys 25,000 tulip bulbs to plant every fall.
 - e. Painted by R.C. Mooney. Owner of Red Star Paint and Decorations has granted use of the building for said mural.
 - f. Property owners are now requesting similar Montclair themed murals.

DISCUSSION

1. **PEDESTRIAN SAFETY**
 - a. Stop sign at Willow and Glenridge
 - i. Need for a four-way stop sign at Glenridge Ave and Willow Street. Increased traffic due to the YMCA and the restaurants on Glenridge Avenue.
 - b. Stop sign is needed at South Park Street.
2. **SEYMOUR STREET**
 - a. BID board has questions about LEED certification

3. LACKAWANNA DEVELOPMENT

- a. Lackawanna Plaza have 230 apartments. The municipal buildings that were going to be built are now out of the plans. All retail on the bottom, and the Pig & Prince side do have a pedestrian piazza (half a football field).
 - i. Concerns about the retail space sizing and open space for people.
 - ii. BID will have to get involved in the planning board meetings to voice our concerns at Lackawanna Plaza development.

4. CHALLENGES WITH MONTCLAIR CENTER STAGE

- a. Simit House will not move his tables and the Township accidentally gave Simit House a permit for that space.
- b. Currently, we are doing a smaller stage BUT it's awkward for bands. Some other suggestions of moving stage.

5. STRATEGIC PLANNING

- a. Phil, president, called for suggestions for big strategic initiatives should include larger issues like overall parking/traffic.
 - i. Pollution of signs in the downtown area
 - ii. Lack of code enforcement on how storefront windows are covered
 - iii. Stores that should have lights on at night
 - iv. Multiple streetlights are out throughout the township.
 - v. Equipment to help us clean sidewalks and streets.
 - vi. Unused loading zones possible offer flexible parking

UPCOMING EVENTS

1. June 9, 16, 23 - "le petit night" market from 6-10 pm activating the sidewalk next to Bank of America.
2. June 10 – Sidewalk Sales, please participate and make it lively
3. JUNE 11 – Exotic Car Rally
4. June 14 – Merchant Meeting at Montclair Film 7 pm
5. June 15 – Yo Tiki – Yoga on Church Street

ADJOURNMENT

- A. Jason moved to adjourn and was seconded by Jeff. Vote was unanimously in favor of adjournment.
- B. The meeting adjourned at 8:50 p.m.

Next Meeting: BID Office
September 6th, 2017 –7 p.m.