

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID
May 10, 2017 – 7 p.m.
BID Office

Agenda:

Board members in attendance: Jeff Beck, Phil Cantor, Jason Gleason, Lisa Johnson, Eddie Peralta, Sharda Ramharack, Joann Smalls, Sue Schultz, Nicci Silva, Matt Silverman, Nat Testa and Elaina Watley

Absent: Renee Baskerville, Arlene Carrini, Jenna Davis, Guy Kinley, Kazim Mirza, Steven Plofker, Sean Spiller, Jerry Sweeney, and Robert Weber

CALL TO ORDER

1. Phil called the meeting to order at 7:05 p.m.
 - a. Matt made a motion to accept the April minutes as corrected, Jason seconded. Minutes passed unanimously.

SPECIAL PRESENTATION

Main Street Conference recap. Israel, Nicci, Lisa and Diane reported on classes and lessons learned.

- i. *Financial Impact of Main Streets: The ROI of municipal investments into a Main Street community was \$1 - \$13. (calculated by tracking changes to sales/property tax)*
- ii. *Retail trend: artisan makers (coined micro-manufacturing) insurgence into downtowns.*
- iii. *Identified matrix for success for new merchants: stellar online presence, experiential selling, local flagship for out of town businesses.*
- iv. *Shoppers are spending on unique /artisan items and at shops that have a “local” feel.*
- v. *Utilize empty storefronts and put town way finding signs in the window. Used another storefront so visitors could mark where they were from.*
- vi. *Preprinted postcards branded with Montclair Center so people could mail to their friends.*
- vii. *Night Markets are a great way to draw life to blighted urban areas.*
- viii. *Understanding Your Main Street’s Fiscal Return on Investment: \$3.1 million in sales for municipalities that have a MS program. \$1.6 million was invested in one community, and \$16 million was returned.*
- ix. *Montclair Center public art project and filling up more vacant walls and lots.*
- x. *Co-working space, how it encourages entrepreneurship and innovation.*

OLD BUSINESS

b. BYLAWS & OFFICER APPOINTMENTS

- i. Bylaw sub committee to review the bylaws as many are antiquated and refer to positions that don’t exist anymore.
- ii. ACTION: By-Law Sub-Committee Formed. Members - Nat, Jason, Joann, Lisa, Elaina.

c. DISCRIMINATION ORDINANCE – A mandatory price-posting ordinance was proposed and retracted last month. The BID will be proactive in addressing and advising the Montclair Civil Rights Commission.

- i. Anti Discrimination Business Practice Sub committee formed. Matt is joining with Jason, Jeff and Arlene.
- ii. ACTION: Coordinate a meeting with Civil Right Commission. Draft an official resolution for Executive Board to Review. Discuss discrimination with other businesses.

d. COMMUNICATION

- i. ACTION: Diane will send all Montclair Center Board Members a contact list.

NEW BUSINESS

- e. Montclair Center Board Member business cards ordered
- f. Eddie Peralta suggested a map that businesses could buy display ads
- g. Diamond Cycle is doing a bike tour/scavenger hunt map with a little gift
 - i. Diamond Cycle is looking for advertisers
- h. Montclair State University Career Day – September 7th 2017
 - i. Montclair Center receives a free table.
 - ii. Representing part-time, full-time, volunteer and internship opportunities for downtown merchants.

Center Stage Discussion – Simit House holds a café permit in the area that is used for Center Stage; when the stage is expanded to support larger bands, there will be an encroachment on Simit House's table space. There are challenges in moving the stage to the other side of Church Street, which include the sound/apartments, car access, and associated costs of closing the street. Diane mentioned that we could sell sponsorships to pay for the street closures. Matt suggested surveying the Church Street merchants to learn whether or not they want music on the street. The idea was also that we rotate the locations.

- i. **Farmer's Market Discussion** - Has been a struggle to find a location. Kensington Lot can't be used. Lackawanna Plaza is not interested right now in the market. IC called the CEO of Hampshire properties – they are such a big company that they don't want to be bothered by local needs.
 - i. ACTION: Table the Farmers' Market until Renee Baskerville's related farmer's market initiative takes affect, where the BID could offer support. Montclair will support and partner with the Town Council's efforts.

ADJOURNMENT

- A. Eddy moved to adjourn and was seconded by Nat. Vote was unanimously in favor of adjournment.
- B. The meeting adjourned at 8:52 p.m.

Next Meeting: BID Office
June 7, 2017 –7 p.m.