

# MONTCLAIR CENTER BID

## GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID  
September 6, 2017 – 7 p.m.  
BID Office

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

Absent: Renee Baskerville, Arlene Carrini, Guy Kinley, Kazim Mirza, Steven Plofker, Nicci Silva and Sean Spiller

Staff: Israel Cronk and Diane Israel

### CALL TO ORDER

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

### FINANCIAL REPORT

#### Financial Report presented by Robert

- Good financial position
- Cash flow positive

### OLD BUSINESS

#### 2. PARKLETS – Midland Avenue –

- a. John Sullivan & BID are working to pass a permit process for an 8 month parklet installation. Township has tabled the parklet plan due to increased redevelopment activities. Recalibrating our goal to have Parklet Program done by spring of 2018.
- b. Action: Elaina to help the BID lobby for completion

#### 3. DANGEROUS INTERSECTIONS – Pedestrian safety

- a. The BID voted to address the township and assist in installing “Yield to Pedestrian” signs at 11 dangerous intersections within the downtown.
- b. Action: Matt Silverman & Nat Testa will contact township and begin the process

#### 4. NATIONAL NIGHT OUT

- a. Over 2,000 in attendance.

#### 5. MISSION CLEAN UP

- a. Montclair Center BID donated time and resources to assist with a neighborhood clean up on Mission & New Street. Mayor Jackson, Dr. Renee Baskerville, Bill Hurlock, and other town officials joined the clean up as well.

6. **QUALITY OF LIFE** –There are 12 hanging baskets this year, with more to come in the next few years.

### NEW BUSINESS

#### 1. PSEG

- a. PSEG has not repaired street pole lights
- b. Action: Jeff will contact PSEG and assist the BID get more action to fix lights
- c. Action: Elaina will reach out to an individual on PSEG’s board and report back

**2. BID truck has broken down**

- a. BID needs a new truck for 2018
- b. Action: Sharda to help find a truck for the BID

**3. MSU – Grounds Crew Consultation**

- a. Kubota – Mini work truck
  - 1. \$14,000 - \$17,000, less than the Green Machine (\$24,000)
  - 2. Can be used 12 months per year (Green Machine only 9-10 months)
  - 3. Less maintenance costs
- b. Action: Jason will research the attachments and service options for Kubota and report back to Board

**4. Postcards Program**

- a. Using as a promotional item
- b. Action: Diane will finalize postcards and report back

**5. Food Tour with Montclair History Center**

- a. 1 Mile historic tour throughout downtown with planned stops at local restaurants
- b. Action: Jason will help find the restaurants for the walk

**6. Crane Park Market – Sept 10 12 to 3pm Tour of the Garden**

**7. Sponsorships**

- 1. Wellmont - \$5000 for Montclair Center Stage
- 2. Paul Mitchell Metro - \$60,000 in kind donation for Fashion Show
- 3. Becker Organization \$1,500 for Fashion Show
- 4. Pinnacle Companies and Hampshire Companies – \$2,500 for Crane Park
- 5. Montclair Downtown Alliance - \$6,200 restricted for Event Pole Banners
- 6. Bella Arte - \$1,500 for Oktoberfest
- 7. Pig & Prince - \$3,000 for Oktoberfest
- 8. Montclair Learning Center - \$500 for FamilyFest
- 9. Little Gym Montclair - \$500 for FamilyFest

**8. DMO – Destination Marketing Organization**

- 1. BID is applying for the designation given to a town by the New Jersey Department Tourism; a key component to the designation is the presence of temporary lodging such as a hotel, Bed & Breakfast, Motel, Inn, Etc
- 2. \$100K grant is available for qualifying DMO's

Budget committee - Sue, Phil, Robert, Israel, and Jerry – Date to be determined.

**ADJOURNMENT**

A. Phil moved to adjourn and was seconded by Lisa. Vote was unanimously in favor of adjournment.

B. The meeting adjourned at 8:25 p.m.

**Next Meeting: Pig and Prince  
October 4th, 2017 –7 p.m.**

**Final**