

Agenda & Updates
January 8, 2014

Montclair Center BID

Present: Renee Baskerville, Phil Cantor, Arlene Carrini, Israel Cronk, Michael Gillespie, Rich McMahon, Diane Israel, Debbie Santiago, Sue Schultz, Joann Smalls, Jerry Sweeney, Luther Flurry and Lydia Fantozzi

- I. Call to Order: Phil called the meeting to order at 7:04pm and welcomed everyone to the January 2014 BID Board Meeting.
- II. Adoption of the BID Board Minutes:
 - a. November 6th 2013: Michael moved to adopt and Diane seconded. The motion was passed unanimously.
 - b. Annual Dec 11th 2013: Michael moved to adopt and Lisa seconded. The motion passed unanimously.
- III. Introduction of Board Members
 - a. Luther introduced the current executive committee members: President Phil Cantor, Vice President Gerald Sweeney, Treasurer Robert Weber, and Secretary Lisa Johnson.
- IV. Election of Board Officers
 - a. Luther opened the floor for new nominations. When none came forward Sue moved to reelect the existing slate and Arlene seconded. The motion passed unanimously.
- V. Board Meeting Schedule

The executive committee asked if the board meets too often. Phil noted that our well-attended meetings are when we have an interesting topic, such as hosting the police or our annual meeting. Is this because we have too many meetings?

Phil introduced a schedule by the executive committee: with an Annual meeting in December, and board meetings in February, April, June, September, October, and November. The executive committee would continue to meet monthly.

The board discussed a number of variations but reached no resolution. The schedule with stayed the same, with possible discussion at our next meeting.
- VI. Updates
 - a. New Businesses & Vacancies: Luther noted that we have a strong list of new businesses in 2013. We still have vacancy issues, but we are increasing the caliber of tenants. Interest is strong from

both small chains and nationals. Phil noted that we still have two blocks of vacancies in the heart of Montclair Center.

- b. Holiday Décor: Takedown- January 15th
- c. Events
 - i. December Events
 - ii. MAM 100th Anniversary Celebration: January 15th – Michael passes out invitation and explains the First Thursday model of the event. There will be a light installation by Spencer Finch presented, food trucks out front, the Newark boys choir, a cake from the Cake boss and a drawing to win a \$100 basket from MAM.
 - iii. Big Game Winter Festival: February 1st
- d. Jersey Arts People’s Choice Awards: January 22nd: Luther encouraged the board to vote as it will continue to build our brand and traffic.
 - i. Debbie said we should include that we won on our Art Walk next time. Any award that we win should be trumpeted.
 - ii. Phil suggested that other board members could note this award on their blog. Reach out to Lydia if need wording.
- e. Directory: We are updating the directory quarterly. Luther noted that Mike Lami from the Printer’s Place, is giving the BID a great deal for an expensive and professional product.
- f. Website: Kelly is working on design aspects this week. This version will be a living document. The beta site will have glitches but be populated by next board meeting. Content has been a barrier for the BID for the past couple of months.

VII. New BIDness

- a. Earlier in the meeting Arlene asked about street safety and crosswalks on Bloomfield Ave. The board discussed speed limits crosswalks, bike lanes and parking. Luther noted that there is a grant that the BID is part of to make Bloomfield a more bikeable and walkable street. Other BIDS, towns and nonprofits are a part of this grant.
- b. Jerry expressed frustration with the state of the sidewalk and its deterioration. Luther said that snow has played a factor this winter in trash pick up. Renee noted that there was an overabundance of trash throughout the town but Public Works should be caught up now.
- c. Parking lots, code enforcement and snow removal are discussed. Debbie gave kudos to parking authority for their snow removal. Jerry would like the parking utility staff to contact code enforcement when they see a problem.

VIII. Adjournment: Lisa motions to adjourn and Debbie second at 8:04PM.

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New Businesses & Vacancies

New Businesses in 2013:

- Alter Ego Make-up Studio
- Bohm-Marrazzo Studios
- Cafe La Crepe
- Caribbean Grill 2
- Champagne Corsets & Designs
- Charmed Beading Studio
- Edible Arrangements
- Escape
- Faraj Enterprise
- Fresco
- Gumdrop
- Heratij
- J&K Steakhouse
- JaiPure Yoga
- L3 Academy
- Lobby at Wellmont
- Liquid Lounge
- lululemon
- Lure Lash
- Manny's Dinner
- Mausam
- Noodle Café
- Pavilion 1
- Pinot's Palette
- Posh D
- Runway Luxury Consignment & More
- Scala Del Nonna
- Simit House Bakery
- Sorrelli Jewelry
- Studio 0912 Hair Styling
- Tasti D-Lite/Planet Smoothie
- That Little Black Dress
- Urban Bistro
- {verdigrreen}
- Wildly Smitten

Recent Activity:

New Businesses

- Faraj Enterprise
- Gumdrop
- Heratij
- Pavilion 1
- Scala Del Nonna
- That Little Black Dress
- Urban Bistro
- Wildly Smitten

New Vacancies:

- Family Financial Management
- Salon Femi
- Twist Frozen Yogurt/EuroPan Café

Coming Soon:

- Budhakan
- Moxie Twins
- Bottega de Giotto

Holiday Décor:

All holiday décor (with the exception of the snowflake décor across Bloomfield) will be taken down on **January 15th**.

Our **SnowMAM** is still up on South Park St. The SnowMAM is a public arts project with Montclair Art Museum to celebrate the 100th anniversary and add to our downtown holiday décor. A twitter contest is currently taking place to win \$100 at the MAM store. Take a picture of yourself and tweet MAM@MontclairCenter to enter.

Events

December Events

The **tree lighting ceremony** took place on December 6th. MAM and The Yard School of art provided ceramic ornaments, which were hung on the tree. Unfortunately the rain deterred crowds and the Salvation Army Band was unable to play.

Festive Saturdays began November 23rd and ended on December 21st. Each Saturday had a sale and marketing theme to encourage shoppers to come to Montclair Center. The branding was on Baristanet, our website and Facebook. The two most successful reported days were Small Business Saturday and Last Minute Shoppers' Day.

Also, during December we partnered Baristanet to judge and promote a **Winter Window Display Contest** in order to get merchants interested in bettering their window displays. Thirteen stores participated, 483 participated and Insanitea was named the winner.

Montclair Art Museum 100th Anniversary Celebration:

MAM 100th Anniversary Celebration will take place **January 15th** at the Montclair Art Museum. It will be in the same vein as First Thursday celebrations. We encourage you to attend and celebrate MAM with us.

Big Game Winter Festival:

The outdoor Winter Festival will take place on Saturday, **February 1st** from 11am-4pm. Montclair Center BID, along with the town, Valley National Bank and Hackensack University/Mountainside Hospital will be throwing this event as part of a Super Bowl celebration. We have met many roadblocks in the process of being a host committee and will put on the best event that we can with the resources and time we are given. Currently booked are: food trucks, a day of music on the Montclair Center Stage, a bounce house, ice carving, and a magician.

Jersey Arts People's Choice Awards:

Voting for the Jersey Arts People's Choice Awards ends on January 22nd. The Montclair Art Museum is nominated for best museum, Montclair as best downtown arts district, and Montclair Film Festival as best film festival. Please vote for them at: are nominated again in <http://jerseyarts.com/peopleschoice/>.

Directory

We will release a new directory around February 1st. Luther and Lydia have taken a quick class from Carrie Chatterson on InDesign and our Wayfinding System. This should make the on street directories faster to edit and update.