

Montclair Center BID
June 8, 2018 – 7 p.m.
Montclair Center BID Office

Board members in attendance: **Melissa Adler, Jeff Beck, Phil Cantor, Arlene Carrini, Jenna Davis, Chris Francois, Jason Gleason, Lisa Johnson, Sharda Ramharack, Sue Schultz, Nicci Silva, Matt Silverman, Jerry Sweeney via phone, Nat Testa, Robert Weber**
Absent: Sean Spiller, Renee Baskerville, Kazim Mirza, Konstantine Trichas, Honey Correia

Staff: Israel Cronk, Ann Marie Sekeres, Joann Smalls. Absent: Diane Israel

CALL TO ORDER

Phil called the meeting to order at 7:05 p.m. Lisa made a motion to accept the January minutes as corrected. Chris seconded. Minutes passed unanimously with a correction to add Jeff and Phil to By-Law Committee

OLD BUSINESS

1. Committee Reports:

Marketing Committee: Josh reported - met at Insomnia Graphix - 491 Bloomfield Ave

- Next events - Fashion show, Oktoberfest, FamilyFest
- An Amex email list of 12,000 recipients was purchased for \$1,200; after its first use there was an open rate of 15%.
- Suggestion to upload emails from Facebook
- Nat reported -
 - Montclair Center should invest in Adwords - programmatically ads
 - Jerry asks for a full report on the effectiveness of the emails

Kids Biz Committee: Melissa Adler reported - met at Fusion Academy

- 46 Montclair LOCAL Vendors participated at Kidchella
- Social Media campaign has been effective

Nominating Committee: Sue reported

- 2 property, 2 biz, and 5 at large seats will be up for election
- August 1st deadline to nominate committee

By Law Committee: Jerry reported on status

- Jerry - Corrected inconsistencies, easier to read, clearly defined terms, board member roles, and defines proxy, representative, renaming of the chairs to president, executive director role, etc
- Jerry - ACTION: Certified Mail of new ByLaws August 15th to all Board Members

Financial Committee: Robert reports that BID is in good standing

NEW BUSINESS

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

1. ACTION: Phil directs marketing committee to look at events for 2019
2. Joann reports
 - free peddlers licenses to all businesses in Montclair for festival and events

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Adjourn - 8:48PM

Jason moves, Jeff seconds