

Montclair Center BID  
March 15, 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 7:07 p.m. Arlene made a motion to accept the January minutes as corrected. Chris seconded. Minutes passed unanimously with a correction to remove Pure Pita & Lululemon.

### **OLD BUSINESS**

1. Vote to accept nominations for Nominating Committee
  - a. Jerry moved that the Board of Directors nominate for the Nominating Committee. Jeff Seconds. Passed Unanimously
    - i. Nominating Committee - Sean Spiller, Lisa Johnson, Sue Schultz, Jason Gleason, Nat Testa
2. Committee Meeting Schedule
  - a. Marketing Committee – 2<sup>nd</sup> Tuesday 4PM of the Month
  - b. Kids Biz Committee – 1<sup>st</sup> Thursday 9AM of the Month
  - c. Finance Committee – TBA
  - d. By Law Committee – Wednesday April 11<sup>th</sup> 7PM
3. New Member Orientation for new board members within their first term that did not make the initial BID Orientation. Date TBA, 7PM
4. Valet Parking
  - a. ACTION (Israel) – Set up a meeting with Gary, Parking Authority Director, to include Jerry, Matt, Ira Kirasik (Town Lawyer), and CEO of Valet Kings.
  - b. Proactive measure to offset the pressures of no parking with the decks being built

### **COMMITTEE REPORTS**

1. MARKETING COMMITTEE
  - a. Jeff - Honey is the chair, Joshua Sigmund (local videographer) vice-chair/co-chair. Israel added that we are looking to generate a shoppers email list. Options included:
    - i. Create an email that you can be forwarded to your shoppers.
    - ii. Collect emails from Facebook
    - iii. Buy a marketing list – from AMEX?
    - iv. ACTION (Arlene) – research price of a Montclair Marketing List
2. FINANCE COMMITTEE

- a. Matt discussed importance of creating a 3-5-10 year strategic plan for the Montclair Center BID – defining the vision of the BID. The finance committee has set forth mission of the committee as being:
  - i. Providing smart spending solutions and checks/balances
  - ii. Revenue enhancement
  - iii. Financial planning
- b. The committee has suggested a survey go out to Montclair Center Businesses
- c. ACTION: Israel to create the survey with guidance of the committee

#### **NEW BUSINESS**

1. Montclair Center BID has won 2018 NJ's Favorite Downtown Arts District by Discover Jersey Arts
2. Seymour Street Development will be breaking ground on May 1
3. BID Board committed to supporting Pig & Prince in addressing the council and the developers about adverse affects of development to neighboring businesses.
4. ACTION: Israel - Draft a letter to support Smart Development that does not affect small businesses.

#### **ADJOURNMENT**

Lisa moved to adjourn and was seconded by Arlene. Vote was unanimously in favor of adjournment. The meeting adjourned at 8:37 p.m.

**Next Meeting: April 4, 2018 Montclair Center BID**