

Montclair Center BID

December 14, 2016 – 7 p.m.

Phil Cantor Photography Studio

Agenda:

*Board members in attendance*: Phil Cantor, Renee Baskerville, Lisa Johnson, Debbie Masel, Kazim Mirza, Sue Schultz, Matt Silverman, Joann Smalls, Jerry Sweeney, and Robert Weber

*Staff:* Israel Cronk, Diane Israel, Ann Marie Sekeres

*Absent*: Guy Kinley, Steven Plofker, Sharda Ramharack, Nicci Silva and Sean Spiller

**I. CALL TO ORDER**

**A**. Phil called the meeting to order at 7:23 p.m.

**B.** Vote on acceptance of minutes was postponed due to lack of quorum

**II. TREASURER’S REPORT**

**A.** Robert reported that the BID is undertaking a capital reserves study.

**B.** Summary of Budget

1. Advertising – 50% reduction

2. Banners – increase by $7000. for Shop Local and Holiday Banners.

3. Music – Music programs increased 33%

4. Event expenses increased 33%

5. Rent – 40% increase. BID is looking for downtown street presence.

6. Conference increased – 57%

7. Office Administrator – increased 126%

8. $20,000 to be placed in Capital reserves

NOTE: Robert reported that that operating costs only increased less than 1%. Increase in to budget reflects a focus on building capital reserves for aging assets.

**III. OLD BUSINESS – Executive Director Israel Cronk Reports**

**A.** Phil thanked Luther Flurry, former Executive Director, for his service to the Montclair Center BID. Israel joined by pointing out Luther’s professionalism and continued support of the BID.

**B.** Executive Director Israel Cronk gave a Year in Review in a Power Point Presentation. Israel presented information from the annual report about our staff, various events and our success with social media.

**C.** Diane gave a brief history of the Montclair Downtown Alliance who will be donating money to the BID for Event Banner Poles (two decorative poles on either side of Bloomfield Avenue that will allow Montclair Center BID to stretch banners to promote township events).

**D.** Israel reported his research about the legality of Pop-Up shops in Montclair. According to Planning Department, Pop-Up shop terms are negotiated between landlord and tenant. The usage of space, if kept the same or without additions of equipment (such as ovens, structural changes), are handled without the township.

**E.** Israel reported on the success of Shop Small Saturday. 102 passports were redeemed for raffle tickets, which resulted in 603 store visits. 55% of the participants visited 7-9 stores. Feedback from Passport participants was that it was “fun”, “the kids loved it”, “You should do it again” “You should do this for the sidewalk sale.” Arlene, owner of One Savvy Design and Nouvelle, remarked that she did not feel an increase in foot traffic. In fact, she feels that foot traffic in general is down in downtown Montclair. Debbie, owner of Nest & Co., agreed. Arlene added that parking remains an issue and that someone should build another level or two onto existing parking decks. Luther responded that there are several parking decks throughout downtown Montclair with long term parking options that are being built in the future. Elaina, owner of Amazing Lash, proposed that business owners take a more proactive approach to the

parking issue by taking steps inform customers of how easy it is to park in Montclair by reminding shoppers about where to park, how to download the Park Mobil

App. and including the link to day permits. She also mentioned that every one of her customers gets a confirmation call with detailed instruction supporting the aforementioned parking strategies.

**F.** Lisa introduced information about the Greener Business Initiative to encourage and support businesses in the downtown district to become more environmentally aware, choose environmentally responsible practices and strive to become Green business Recognized.

**G.** Israel and Phil addressed the issue of Main Street NJ (MSNJ). The Department of Community Affairs (DCA) is ending support and funding of New Jersey Main Street. Scholarships for Main Street seminars will no longer be available.

**H.** Israel reported there would be a new initiative for Spotlighting merchants on our social media platforms that will be instituted in 2017.

**I.** Alev, owner of Zen Shop, mentioned that UMC Mountainside Hospital may be joining with Sloan Kettering and adding an Oncology department that may increase traffic in the district. Alev also mentioned her interest in courting Montclair State University students during orientation week to visit Downtown Montclair.

**Action Item:** MSU Outreach Committee to be formed by Sarah, Jeff, Eddie, Alev, Elaina, Jason and Israel.

**IV. NEW BUSINESS**

**A. Election of Board Members**

1. All in attendance were asked to hand in their ballots. Extra ballots were given out to those without them.

2. Diane collected the ballots and tallied the votes.

3. The following members were elected to the board: Incumbents- Phil Cantor and Jerry Sweeney; New members – Nat Testa (Property owner), Jeff Beck (East Side Mags),

Jason Gleason (Pig and Prince), Jenna Davis (That Little Black Dress) and Eddie Peralta (Powerhouse Tattoo). Write-in vote Elaina Watley (Amazing Lash) was also elected to the board.

2. Phil and Jerry thanked Debbie, former board member for her years of service.

**B. Approval of Minutes**

1. With a quorum attained, Robert made a motion to approve the November 2016 minutes. Lisa seconded.

2. The November minutes were passed unanimously.

**V. UPCOMING EVENTS**

December 24th – 24 Meals, 24 Families, 24th of December (Villa Victoria is donating food to needy families)

January 24th – Merchant Meeting at Montclair Art Museum

**VI. ADJOURNMENT**

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

B. The meeting adjourned at 8:59 p.m.

Next Meeting: BID Office

January 11, 2017 –7 p.m.

R1/11/17