

# MONTCLAIR CENTER **BID**

## GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center **BID**

Wednesday, April 10, 2019 – 7 p.m.

Montclair House Grill – 12 Church Street, 2<sup>nd</sup> Floor

Board members in attendance: Jeff Beck, Phil Cantor, Brittany DeMaio, Chris Francois, Jason Gleason, Lisa Johnson, Sharda Ramharack, Sue Schultz, Arlene Carrini, Matt Silverman, Jerry Sweeney, Nat Testa, Nicole Silva, Robert Squires

Absent: Honey Correia, Garth Guthrie, Sean Spiller, Jenna Davis, Renee Baskerville, Richard Polton

Guests: Jennifer Bobal, Inder Singh

Staff: Jennifer Brown, Jackie Apicella, Ann Marie Sekeres

- I. **CALL TO ORDER & WELCOME – 7:09 p.m.**
- II. **PUBLIC COMMENTS** (5 MINUTES PER VISITOR) – none
- III. **ADOPTION OF March 13, 2019 MEETING MINUTES** (3 MINUTES)  
(attachment)

Jason motioned to approve the minutes, Matt seconded, and all were in favor.

- IV. **CHAIRMAN/EXECUTIVE COMMITTEE REPORT** (10 MINUTES)
  - a. Staff Update – Welcome to Jackie, the new Events and Communications Manager! Welcome to Brittany, DeMaio, the newest board member, replacing the at-large seat left vacant by Robert Weber.
  - b. NJ Main Street Regional Workshop | Strategic Planning Process – Jennifer mentioned that it is April 23<sup>rd</sup> all day here in Montclair Center– please RSVP if you plan to attend.
  - c. Main Street Conference Report:
    - Jason provided a recap of the Main Street conference in Seattle. Lisa provided an overview of her seminar about sustainability and overall experience at the conference.
    - Chris provided his thoughts as a first-time conference attendee. He felt that Montclair Center is more advanced than some of the other groups that attend the conference. He liked the example of Wheeling Heritage - they collected \$5 from members to put in a pool and the members could vote for a project. \$5,000 was collected, and was utilized to enhance a façade. Could we do something similar for lighting? Phil asked what was the most surprising thing you heard about lighting and best practices? Jerry asked if there were particular ideas that Montclair should adopt. Reference to Hometown Heroes campaign.
    - Jason met the Google Small Business contacts and has scheduled a follow-up meeting.

**V. EXECUTIVE DIRECTOR'S REPORT (10 MINUTES)**

- a. Jennifer explained the Kidchella renaming due to copyright issues – the event is now called Family Jam Montclair.
- b. Jennifer and Ann Marie provided an overview of the newly formed Montclair Center Music Advisory Committee. We are moving towards greater transparency, flat performance fees, and clearer submission process. After issuing a RFP and reviewing responses, the BID hired Dan Rivas to be the new Talent Booker for Center Stage. He also has a Production Manager, Ben Samuelson, who will be on site most Saturdays for the full series on Church Street.
- c. Montclair Center Stage Music Festival and Series - update
  - Total revenue projection as of 4/8 = \$9,600 (nearly double last year's income)
  - Gelotti is Producer Sponsor @ \$3,000
  - Sovos Brand/Rao's is Stage Manager sponsor @ \$1500
  - Other sponsors & supporters are: hello @ \$500 | Cool Cat @ \$500 and in-kind back-line equipment | The Wellmont Theater strategic partnership swap| Sound on Sound in-kind @ \$2,000 | Meat Locker in-kind back-line & labor | Magic Door in-kind recording & possibly back-line boost | Pure Energy Hair Salon @ \$150 banner sponsor | Pig & Prince beer sponsor
  - 32 Vendors registered so far (compared to 30 last year) - several more to be announced.
  - Jennifer mentioned that we also have a banner sponsorship opportunity this year for smaller stage banners for \$150. The following board members said they would like to be a banner sponsor: Nicci, Arlene, Jeff, and Sharda. Jennifer will follow-up.
  - Jennifer mentioned that board member volunteers would be helpful for the festival. She will send out a notice to the board asking for assistance.
- d. 2019 Parklet Program – approved by Township Council for six months – the full package has been submitted to the Planning office and they will review along with other departments, we are aiming for a May launch and will confirm details with Shaun Killman.
- e. Farmer's Market – Jennifer reported about a recent discussion with the Executive Board and the decision to drop the South Park Farmers Market for this year. We can revisit for next year.

**VI. TREASURER'S REPORT (5 minutes)**

- a. Chris reviewed the year-to-date financial reports through 3/31/19.
- b. Chris also discussed the capital reserve account. The truck will likely need to get replaced this year. Sharda mentioned that she had done research on this for Israel last year but it's likely outdated information now.

- c. Jennifer reported that the Executive Board approved a switch in the BID banking relationship from TD Bank to Investors. Investors offers higher interest rates and will provide personal attention and service.
- d. Township Council Budget Review – Jennifer reported that the budget was approved at the Township Council conference meeting and will be presented at an upcoming full Council meeting.

**VII. COMMITTEE AND WORKING GROUP REPORTS (35 minutes):**

- a. Audit – *Matt Silverman reviewed the recent committee call with the auditors and provided an overview of the audit report. Jason moved to approve the draft audit, Chris seconded, all were in favor.*
- b. Parking – *Matt Silverman provided an overview of the Working Group meeting. He and Jennifer also met with Sean Spiller recently to discuss next steps with the Township. Sean had suggestions about working with the Township Parking contacts and presenting ideas to the Economic Development Committee. Matt discussed the list of priority items from the Working Group as per the 2016 Parking Study Recommendations. He asked, in principal, does the board support these concepts at a high level and the initiative to begin discussions with the Township? There was a motion to approve the Working Group list, but upon further discussion, the motion did proceed. The intent of creating a list of priorities from the BID is to begin more serious conversations with Township. Jason suggested maybe another meeting of the Parking Working Group is in order? Some board members felt that more discussion is necessary to move forward. We can email the study to the full board again with recommendations etc. Discussion was tabled for now.*
- c. Nominating - *Sue Schultz reported that the committee met on April 3<sup>rd</sup> – they are still doing research on possible replacements for the property owner vacancy. The committee also began discussing the process for officer elections and full board elections. The next meeting is April 24<sup>th</sup>. Sue encouraged the board to provide any ideas to committee before April 24<sup>th</sup> meeting on the process or nominations. The committee will report recommendations to full board in May. Sue then announced that the committee discussed the Treasurer vacancy and are nominating Chris Francois to replace Robert Weber in the Treasurer role. Jason motioned to approve Chris to fill the Treasurer vacancy role, Jeff seconded, and all were in favor.*
- d. MSU Partnership – *Chris reported that the committee met recently and discussed some of the upcoming initiatives with MSU, including the “Takeover” in September, satellite hours, and the discussions about a possible Montclair Center – MSU discount program.*
- e. Kids Biz – *Brittany reported on the work of the Kids Biz committee and the efforts underway to plan the Family Jam festival in June.*
- f. Streetscape and Visual Improvements – *Jennifer Bobal reported on the work of the committee and the upcoming Tree Bed Beautification*

Contest, which will launch later this month. She distributed the final flier for the contest. The next meeting is April 22<sup>nd</sup>, where committee members will discuss starting door-to-door distribution of the flier.

- Jerry mentioned that there are many trees missing from the tree beds, and Jennifer reported that the BID did a survey and sent a list of nearly 30 locations to the Township.
- The planting season will begin in April or May and hopefully these locations will be on there. The Council is approving a contract for an outside consultant arborist.

## **NEW BUSINESS:**

### **VIII. UPCOMING EVENTS** (5 minutes)

- Ladies Night Out – this Friday! 30 businesses registered to participate so far (compared to 22 last year).
- Spring Art Walk – May 2<sup>nd</sup> – 15 signed up so far | aiming for 30+ | big push on this after LNO. Jennifer asked board members to help reach out and encourage participation of neighbors, tenants, etc.
- Montclair Center Stage Music Festival – May 4<sup>th</sup>
- Montclair Center Stage Series – Saturdays on Church Street May 11<sup>th</sup> through September 14<sup>th</sup>
- Family Jam Montclair – June 8<sup>th</sup>
- Summer Saturday: Sidewalk Stroll & Sale – June 22<sup>nd</sup>

### **IX. OPEN DISCUSSION** – New Ideas, Action Items, Comments, Questions, Anything Not Covered Above! (15 MINUTES) - none

### **X. ADJOURNMENT**

Adjourn: 8:49 p.m. Jason moves to adjourn, Arlene seconded, all were in favor.