

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID - Full Board Meeting
March 10, 2021 – 7:00 p.m. – 8:45 p.m.
Zoom

Board members in attendance: Celestina Ando, Jose Barreiro, Jennifer Bobal, Richard Cronk, David Cummings, Ashley Cyrus, Lisa Johnson, Roger Mazzeo, Jill Montague, Jaji Packard, Alescia Peyton, David Placek, Hipolito Pollantis, Lori Price Abrams, Elizabeth Rich, Sue Schultz, Matt Silverman, Robert Squires, Nat Testa
Absent: Jeff Beck, Rebecca Doyle
Staff: Jason Gleason, Pauline Heaney
P.U.M.A. Staff: Brad Segal
Guest: Councilman Peter Yacobellis

I. CALL TO ORDER & WELCOME

Lisa Johnson called the meeting to order at 7:03 p.m.

II. PUBLIC COMMENTS

- a. Rev. Allen Shelton – Good Success Academies
Rev. Shelton spoke regarding Good Success Academies providing Montclair High School students with jobs, training, interview preparation, and job application skills over the past ten years. For youths under 17 years of age, there is an entrepreneur project each year. This year's project is a partnership with Café Moso and Mike Guerriero to establish a scoop shop. Rev. Shelton would like to place at least 20 high school students, age 17 and over, in jobs in the BID district this summer, and is asking for corporate sponsorship for the entrepreneurial project.

III. ADOPTION OF FEBRUARY MINUTES

Sue Schultz moved to approve the February minutes.
Rich Cronk seconded. Motion passed unanimously.

IV. EXECUTIVE DIRECTOR'S REPORT

- a. Clean, Safe & Green Report
Jason Gleason stated the ambassadors are working really hard dealing with snow and salt damage, tree bed revitalization, loose sidewalk bricks, graffiti (flyers, stickers, paint) and extra trash right now. Due to the Township's recycling suspension, our ambassador team continues to take extra trips to the recycling depot, often taking 15-20 trips per day (normally 1-2 trips per day). This additional work stretches the team out and takes them away from their usual scheduled programming.

The next few months will see the team completing extra deep cleaning after the winter, including power washing, and getting the street sweeper back in action. They will perform maintenance on 62 trash cans; tree bed rejuvenation and mulching; pruning of trees. In addition, they will prepare the district for 96 hanging baskets, 46 hibiscus planters, and 200 lime potato plants, as well as changing out banners.

b. Staffing Report

Jason Gleason recommends hiring another ambassador. This would enable two crews to function in the district autonomously. It would free up Dylan Blackwell to work hand-in-hand with the executive director and businesses. In conjunction with this, Jason Gleason recommended the purchase of a V-8 truck fully outfitted with a water bin and snowplow. The cost would be approximately \$42,000–\$44,000 all-in annually for a new ambassador, with \$50,000-\$55,000 for the truck.

V. EXECUTIVE COMMITTEE REPORT

a. Harassment Resolution Introduction

Lisa Johnson read the Harassment Resolution

**Montclair Center BID
SEXUAL & OTHER HARASSMENT RESOLUTION**

WHEREAS,

Harassment and sexual harassment as defined by the Montclair Center BID Anti-Harassment Policy as included in the Employee Handbook (see attached) are reprehensible, do not reflect the values of the Montclair Center Business Improvement District and are bad for business.

IT IS HEREBY RESOLVED THAT

The BID is committed to a district-wide environment free of inappropriate and disrespectful behavior, intimidation, communication and other conduct directed at an individual, including conduct that may be defined as harassment.

Lisa Johnson moved to adopt the Harassment Resolution. Jaji Packard seconded. Motion passed unanimously.

VI. TREASURERS REPORT

Jose Barriero reported meeting with BID accountant Tesha Kelly, stating what a comfortable financial position the BID is in. With past frugal and diligent care, and at almost \$300,000 more to spend, we are well-funded for new projects. The budget committee will be meeting quarterly, and it was suggested that the board be provided with monthly budget figures rather than quarterly.

VII. COMMITTEE REPORTS

a. Visual Improvements

Jaji Packard reported the VI team has been working with Kathryn McGuire. The Fresh Air team will use the \$45,000 grant to hire an intern. They are looking to

install 5-10 projects monthly, including 2 and 3D sculptures and interactive pieces. Other future VI projects include lighting in alleyways, replacement lighting for Church Street, two tree-bed planting contests and additional hanging baskets.

Lastly, discussion took place regarding the Seymour Street art plaza, slated to open at the end of April, and what the BID's role in this space might look like.

b. Property Owners Committee

Ashley Cyrus mentioned the committee's number one goal is filling vacancies. Currently the national average storefront vacancy rate is 22%, with Montclair standing around 13%. At the end of 2020 the district was up one business (in opening and closings). The committee is trying to get a listing of all vacancies, while also educating property owners about the function of the BID and how we can help them.

The committee is also excited to propose a Bricks and Mortar start-up grant pilot program. The objective is to provide one medium and one smaller storefront grant to a start-up business, with a grant threshold of \$35,000. This would provide a great ROI. Board members are encouraged to join a pilot program working group.

Jose Barriero moved to approve the pilot program as presented. Nat Testa seconded. Motion passed unanimously.

c. Marketing Committee

Jose Barreiro reported the marketing plan is a multi-pronged approach to include PR, B2B and B2C, along with stakeholder relations. The PR piece would center around placemaking and destination marketing, highlighting the district's rich resources of art, culture, food, and shopping. We also need to get the Township's buy-in on this tourism/staycation marketing initiative.

d. Nominations Committee

Nat Testa explained that the nominations committee consists of two property owners, two business owners and one council member. The committee has asked Alescia Peyton to fulfil the one vacant business owner position.

Nat Testa moved to approve Alescia Peyton to the Nominating Committee. Matt Silverman second. Motion passed unanimously.

e. Parking Committee

Matt Silverman reported that after the midtown deck is completed, there will be 100 more off-street parking spaces. A wish list of parking priorities would be employee permit parking, improving pedestrian safety, and reducing demand on parking with perhaps an electric shuttle vehicle or valet parking.

VIII. NEW BUSINESS

a. Future of Lackawanna Plaza Recap

David Placek and David Cummings gave a brief overview of their presentation regarding Lackawanna Plaza, broadcast on YouTube March 9. David Placek has

great vision for the building and site, understanding its historic relevance to the district. He plans on activating the property in the interim, with a hope to change the local mindset and instill a positive experience in the property.

b. Montclair African American History Exhibit

David Cummings reported the Montclair African-American Heritage Foundation has created a travelling exhibit which chronicles the Township's rich African-American history, from the 1800s to the present day. The exhibit is in the form of four 24" x 60" panels to be placed in various locations throughout the district. An MP4 digital file and a segment on TV34 is also available from Betty Holloway, project organizer.

c. Montclair Jazz Fest Downtown

Tabled for the next meeting due to time constraints.

Jason Gleason highlighted the Point of Action art installation coming to Crane Park. Both artist and fabricator for this award-winning piece are multi-generational Montclairions. A ribbon-cutting is slated for March 25. The exhibit will remain at Crane Park for approximately six weeks.

IX. OLD BUSINESS

a. P.U.M.A. Update

In his update Brad Segal said P.U.M.A. had received 950 responses to the online survey. He said he would like to have more representational black and Latino feedback, and would extend the survey deadline to accommodate such. Jose Barriero offered to translate it into Spanish for distribution to non-English speakers. Brad Segal reported some initial findings from the survey: landscaping and street cleanliness good; snow removal poor. Overall comfort level returning to shopping and dining were good, other than for gyms and fitness. Short-term priorities include assisting small businesses and improving parking. Longer term priorities are to recruit new and diverse businesses into the district. Next steps include continuing to push the survey, and to give a presentation to stakeholders and/or the Township.

X. OPEN DISCUSSION – New Ideas, Comments, Questions

None

XI. ADJOURNMENT

Lori Price Abrams moved to adjourn the meeting. Jaji Packard seconded.

Motion passed unanimously. Meeting adjourned at 8:56 p.m.

NEXT MEETING:

April 14 • 7:00 p.m.

Zoom

ATTACHMENT – MONTCLAIR CENTER ANTI-HARASSMENT POLICY

Applicable federal and state law defines sexual harassment as unwanted sexual advances, requests for sexual favors, or visual, verbal, or physical conduct of a sexual nature when:

- (1) submission of the conduct is made a term or condition of employment; or
- (2) submission to or rejection of the conduct is used as basis for employment decisions affecting the individual; or
- (3) the conduct has the purpose or effect of unreasonably interfering with the employees work performance or creating an intimidating, hostile, or offensive working environment.

The following list contains examples of prohibited conduct. They include, but are not limited to:

- Unwanted sexual advances;
- Offering employment benefits in exchange for sexual favors;
- Making or threatening reprisals after a negative response to sexual advances;
- Visual conduct such as leering, making sexual gestures, or displaying sexually suggestive objects, pictures, cartoons, or posters;
- Verbal conduct such as making or using derogatory comments, epithets, slurs, sexually explicit jokes, or comments about any individual's body or dress;
- Verbal abuse of a sexual nature, graphic verbal commentary about an individual's body, sexually degrading words to describe an individual, or suggestive or obscene letters, notes, or invitations;
- Physical conduct such as touching, assault, or impeding and/or blocking movements;
- Retaliation for reporting harassment or threatening to report harassment.
- Harassment on the basis of race, color, religion, national origin, ancestry, physical or mental disability, veteran status, age, or any other basis is prohibited under local, state or federal law, including behavior similar to sexual harassment, such as:
 - Verbal conduct such as threats, epithets, derogatory comments, or slurs;
 - Visual conduct such as derogatory posters, photographs, cartoons, drawings, or gestures;
 - Physical conduct such as assault, unwanted touching, or blocking normal movement;
 - Retaliation for reporting harassment or threatening to report harassment.

AND WHEREAS,

It is unlawful to retaliate in any way against anyone who has lodged a harassment complaint, has expressed a concern about harassment, including sexual harassment, or has cooperated in a harassment investigation.