

Montclair Center BID

November 2, 2016 – 7 p.m.

BID Office

Agenda:

*Board members in attendance*: Phil Cantor, Michael Gillespie, Lisa Johnson, Debbie Masel, Kazim Mirza, Sharda Ramharack, Sue Schultz, Joann Smalls, Nicci Silva, Sean Spiller, Jerry Sweeney, and Robert Weber

*Staff:* Israel Cronk, Diane Israel

*Absent*: Renee Baskerville, Guy Kinley, Steven Plofker, Arlene Carrini, and Matt Silverman

*Sponsor*: Oil and Vinegar Montclair, provided the evenings’ appetizers.

**I. CALL TO ORDER**

**A**. Phil called the meeting to order at 7:10 p.m.

**B.** Michael moved to accept the minutes, seconded by Sue. October minutes were approved unanimously with spelling corrections by Phil.

**C.** Business Owner, Jeff Enright, presented his business, Oil & Vinegar on S Park.

**D.** Police Officer, Garth Guthrie - community officer in South End was introduced to the board. He offered his assistance to the board if ever needed. Israel mentioned Garth’s involvement in the South End’s mobile medical unit and mindful meditation for kids that he hosts three time per week at the community center on Pine Street.

**II. TREASURER’S REPORT**

**A.** Four budget meetings were held to come up with the final budget.

**B.** Summary

1. Quality of Life (QOL) not changed

2. Visual improvement not changed

3. Advertising – 50% reduction

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

5. Music – Music programs increased 33%

6. Event expenses increased 33%

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

8. Insurance going down. (Non-medical)

9. Conference increased – 57%

10. Office Administrator – increased 126%

11. Health Insurance – increased 12%

12. $20,000 to be placed in Capital reserves

**C.** Jerry moved to approve budget, seconded by Nicci. Budget unanimously approved by board.

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

A. Discussion about the 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). The poles will be purchased with money donated by the Montclair Downtown Alliance. Discussion ensued about the location of the Poles.

Action: Board was asked to look for prime locations and email Israel with 1, 2, and 3 locations.

B. Parklets have been a hit with the town planning board and the council noting the implementation strategy, promotion, creativity, community involvement and sturdy construction were executed brilliantly. The two parking spaces that the parklet occupied cost $620. Moneys from Schumacher Insurance Agency’s donation covered the cost.

C. Main Street NJ (MSNJ) workshop in Plainfield was a hit – Nicci, Joann, Israel and Diane plus two other non-board members attended. BID is planning to bring the seminar to Montclair in 2017 in partnership with W Orange SID.

D. Kensington is extending contract for parking lot until December 31st

E. Seasonal décor -Bows have been purchased and will last about 5 years. $6300 left in the décor budget. Action: Planters must be covered for the winter to prevent trash build-up.

F. Drop, Shop & Dine will take place only on Thursday November 26.

G. Fall Art Walk was successful. Threatening bad weather held off and allowed pedestrians to enjoy walking the district. Live art and music was performed at the corner of Church St and Bloomfield Ave. Many merchants mentioned the high volume of foot traffic. Record breaking 37 businesses participated by hosting mini events at their locations. Many of the artists themselves were present to interact with shoppers and art enthusiasts.

H. Merchant Meeting, October 27, 2016 at 180 Bloomfield Ave – Debbie Santiago, Lisa Johnson, Kazim Mirza & marketing manager, Marianna Smith, Israel Cronk. Communication with Merchants: BID emails need to be more engaging for merchant to really read them. More emails to remind and re-remind merchants of upcoming events and deadlines. Marketing for the Holiday Season: Holiday Press in Newspapers are not effective anymore. Focus on the idea of Shop Local. Invest more money on social media and online channels. Merchants requested that BID comes up with a high-end marketing brochure or booklet to promote boutique shopping. Fashion Show 2017: provide early bird specials. Block Captains: participation has been difficult. will be readdressed.

I. Shop Small – focus for the holiday season

J. Boutique Destination Magazine – Montclair Magazine

**IV. NEW BUSINESS**

## Israel reported from a planning board meeting that Jason Desalvo solicited MCBID’s guidance regarding vacancy rate. A more active role to support business proactively to keep businesses in town needs to be established. We do not want to support a punitive approach. There may be a ordinance prohibiting pop ups.

Action: Vacancy committee formed. Jerry will head with Sue, Israel and Joann on committee.

Action: Check town ordinances if pop-up shops are indeed not allowed.

**V. UPCOMING EVENTS**

November 26th – Drop, Shop & Dine in cooperation with the YMCA

November 26th – Small Business Saturday

December 2nd – Tree lighting and BID Bear raffle

**VI. ADJOURNMENT**

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

B. The meeting adjourned at 8:57 p.m.

Next Meeting: Phil Cantor Studio

December 14, 2016 –7 p.m.

ADDENDUM to original Board Meeting

Tuesday, November 15, 2016

BID Office

*Board members in attendance*: Phil Cantor,Lisa Johnson, Debbie Masel, Sharda Ramharack, Sue Schultz, Matt Silverman, Jerry Sweeney, and Robert Weber

*Board members call in votes*: Kazim Mirza and Nicci Silva

*Staff:* Israel Cronk, Diane Israel

*Absent*: Renee Baskerville, Arlene Carrini, Michael Gillespie, Guy Kinley, Steven Plofker, Joann Smalls and Sean Spiller

I. Board Meeting was reconvened by Phil Cantor at 8:48 a.m. November 15, 2016.

II. Budget

1. Operating Budget passed on November 3, 2016 was $538,181. This number was based on operating costs not the actual assessment of $547,928. The Executive Board felt the need to clarify and called a board meeting on November 15, 2016. Projects and capital improvements were not accounted for.
2. Updated 2017 budget proposal of $562,300 was proposed with projects and capital improvements programs added accordingly. This resulted in a nominal actual increase from 2016 budget of 2.62%.

III. Jerry moved to accept the new budget as presented. Sue seconded the motion. Two phone in votes were accepted by the board (Kazim Mirza and Nicci Silva) and the budget was passed unanimously.

IV. Meeting was adjourned by Phil at 9:47 a.m.