

MONTCLAIR CENTER **BID**

Members in Attendance include: Renee Baskerville, Phil Cantor, Israel Cronk, Michael Gillespie, Diane Israel, Lisa Johnson, Rich McMahan, Sharda Ramharack Debbie Santiago, Sue Schultz, Matt Silverman, Joanne Smalls, Gerald Sweeney, Robert Weber, as well as Luther Flurry and Alescia Peyton

BID office

May 6, 2015

7:00 pm

At 7:05 Call to Order

Building a Better Bloomfield Ave.

The **Together North Jersey** report summarizes a number of studies looking at Bloomfield Ave from the Garden State Parkway to Rt. 23 Verona to Pompton Ave. focusing on the five (5) corners, Valley Road and Bloomfield Ave. Unfortunately the report implies, “let keep it as is” but did not properly explore:

- Putting on a road diet
- Making dedicated lanes
- Left turning lanes

The focus of the report is to provide safety getting from one place to another. We know that Bloomfield Ave. is not people friendly, not fully utilized and not safe. After winning the **National Main Street Award** we agreed to **focus on Bloomfield Ave.** An **editorial** was published and the public response was supportive. Joann did a **Public Service Announcement music video**, Red Light Session, in the intersections of Bloomfield Ave. and Church and S. Fullerton Streets. The objective was to get motorist to slow down and too increase safety.

What is the plan of action and what are viable means of test?

- Luther will reach out to a number of stakeholders (Bike Walk Montclair, Van Voorhees Transportation Institute, Partners In Health and others.
- We probably don't want a public charrette right now, because of the extent of study and public input made to date.
- We can try small changes such as putting up cones, changing signage, striping

Updates, June 3, 2015
Montclair BID Board Meeting

- Perhaps we can piggyback on events by surveys, maps etc. to engage people (tactical urbanism). Questions like: Would you like a table here instead of a car?

What is missing?

County buy in may be a challenge; Town council is aware, but not involved; we need to bring in Gil, Joe Dees, County people and the “right people”.

Do we have the county schedule for work on Bloomfield Ave? This could affect our timing.

Jerry – Who is taking the lead? Luther and the BID are.

The data has been released on www.togethernorthjersey.com for the Bloomfield Ave. corridor study. The report is more of a planning than engineering or designing document.

Renee Baskerville – “Two weeks ago [I] met with Sanjeev and engineers, the county is in favor and willing to work with the corridor. They all seemed in alignment with making Bloomfield Ave more pedestrian and bike friendly. If we want slower speed on Bloomfield Ave. and Grove St., we need to do a resolution. Robert – What criteria is used? We have other criteria, example: An older person walking across the street.

The conclusion is to push for newer technology and design modalities.

Renee – Flashing yellow lights in the walkway, embedded LED’s in the walkway. Kim is checking this out. This design has been proposed for Walnut Street.

Topics:

- The next meeting should focus on Bloomfield Ave.
- Do we want to consider meetings over the summer? July and August?

Minutes from last minute:

- Corrections or changes? No. Moved by Mike, 2nd by Michael, passed unanimously with one abstention, Renee, who wasn’t at the April meeting.

Updates, June 3, 2015
Montclair BID Board Meeting

Treasurers Report by Robert –The root question is: ***Are we on target or ahead of budgeted expenses?*** On balance we are right where we should be. Individual lines with variances include:

- Vehicle had major repairs
- Ambassador program is better than budgeted, but we are adding Sunday coverage, so that may change.
- Visual improvement – on target, banners costs are high now, but there should be revenue later to bring them in line with the budget.
- Event expenses – we have entered the busy season.
- Office supplies – Why was so much spent?
- Conference – over budget, because we won GAMSA and increased our National Main Street Conference attendance.
- Over on legal expenses.
- After one third of the year, overall everything looks fine.
- Capital expenses are on hold until we get clarity on our legal liabilities.

Why is there no recycling program downtown? Not large enough sidewalk, no receptacles. Cans are unattractive and expensive. Verify insurance covers trashcans and all events

Phil – We talked about getting guest speakers to come to meetings for specific topics, ex. Bob Silver, Brian Stolar who is hoping to be involved in any major development in downtown Montclair. Brian is the dealmaker not the builder. Steve Wood, or Steve Schuckman (arborist), Kim Craft and Janice Talley. Lyle Linden of Montclair environmental commission, Ira or Eric who are currently hired by the town to advise on areas in need of redevelopment, or other people who are developing on Bloomfield Ave. What are their plans, goals, and ideas? Jerry suggested a speaker on the changing retail world. (People say Church Street is as busy as it has ever been. But this does not necessarily mean more retail business.) Jet, as an example, is restructuring online shopping. Perhaps speakers will increase board engagement. Or, speakers could be for broader audience such as a board, retailer, or town council meeting.

This weekend the town was packed with great energy at all of the events.

Art Walk: 21 merchants are participating; self guided tour thru 21 venues.

Legal update: No real progress.

Organizational updates:

Updates, June 3, 2015
Montclair BID Board Meeting

- Tomorrow, at Montclair Art Museum's **First Thursday** Phil is teaching "How to pose for a selfie" and Juice Basin will hand out samples 5-9.
- Renee – Tar dumped on blues stones at **Crane Park**, we are aware of it and going to BID to have stones fixed.
- **RFP for parking consultant**: The entire issue of parking throughout township will be involved with the selection. Matt has volunteered to be our liaison.
- Joann – **Parking; "got lots of complaints"** at the Wellmont. How long will it take to develop another lot? Luther – There is a new lot opening this year on Orange Road. The other space is Bay St. It has lots of spots but is under utilized. We need to advertise spots.
- Joann – Explains how she came about the idea for the **Red Light Session video**. While driving her son to High School, she became more aware of the speed of traffic. She said she was even going a bit to fast. She thought, "How do we get the message out? Sent a late night message to Luther". The Interlopers made the video while at a red light.

Motions to adjourn at 9:17

Updates

- **May 4, Montclair was declared "Sun-Smartest Town in America"**
- Montclair Center Stage music began on April 25
- Glenridge Ave. Merchants (GLAM) street festival was a huge success
- Montclair Film Festival began on May 1 continuing thru the 10 and is going great
- **Art Walk will be May 15**
- BID shot a video at the intersection of Church and Bloomfield Ave to bring awareness to the traffic problem and encourage motorists to "stop and slow down". The Red Light Session video can be seen on our Facebook or YouTube.
- Building a Better Bloomfield Ave. had two meetings. Attending the meetings were:
 - Bike Walk
 - New Jersey Bike Walk Coalition
 - The Township of Montclair
 - Vorvoorhees Transportation Center
- Luther was interviewed by channel 12 news about the Together North Jersey Bloomfield Avenue report

Coming Soon to Montclair Center:

- Starting this Friday night and continuing throughout the summer, Glenridge Ave. will have a live DJ
- First Thursday at Montclair Art Museum, May 7
- Montclair Art Walk, May 15 (16)
- Montclair Farmers' Market (S Park St.), starts on June 2

Organizational Updates

Alescia Peyton started full time on April 28.