

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID

April 12, 2017 – 7 p.m.

BID Office

Agenda:

Board members in attendance: **Jeff Beck, Phil Cantor, Arlene Carrini, Jenna Davis, Jason Gleason, Sharda Ramharack, Sue Schultz, Nicci Silva, Matt Silverman, and Robert Weber**

Absent: Renee Baskerville, Lisa Johnson, Guy Kinley, Kazim Mirza, Eddie Peralta, Steven Plofker, Joann Smalls, Sean Spiller, Jerry Sweeney, Nat Testa and Elaina Watley

Staff: Israel Cronk, Diane Israel, Ann Marie Sekeres

CALL TO ORDER

A. Phil called the meeting to order at 7:07 p.m.

B. Matt made a motion to accept the March minutes as corrected. Robert seconded. Motion passed unanimously.

Treasurer's Report

Robert: \$93,000 expenses were allocated for first two months. Only \$40,000 spent because 1) few events are happening and funds will be spent in spring/summer also 2) our PR/marketing strategy is getting many editorial placements, which are more valuable than ads. We may spend much less on advertising.

MOTION - Election of officers.

- Sue opened discussion about electing officers for 2017.
- After discussion, board decided to put off a vote until May to give members time to review bylaws.

OLD BUSINESS

MANDATORY PRICING ORDINANCE

- Mandatory Price Ordinance would have demanded all “service retail” to post all prices. Renee Baskerville withdrew the ordinance at the Council meeting after business community questioned the loosely defined and confusing language used by the ordinance.
- BID members who appeared at town council meeting were: Jason Gleason, Pig & Prince; Jeff Beck, Eastside Mags; Nicci Silva, Dolly Moo; Irfan Raja, Wax and the City; and Dawn Fabro, Fleet Feet.
- Board discussed the issue further. Phil restated that the BID is strongly against discrimination. Jason asked if the BID could work proactively to draft a suitable resolution. Phil suggested forming a subcommittee to come up with suggestions for the Civil Rights Commission.

ACTION: A committee was formed to inform the Civil Rights Commission about the climate of discrimination in the downtown business district. Members are Jason, Jeff and Arlene.

LIQUOR LICENSE Retention Issue

- Phil mentioned research needed on liquor licenses.
- Jason is well versed in ABC laws of New Jersey. He will be researching laws concerning active/inactive liquor licenses in Montclair.

ACTION: Jason will report back to Board on this issue.

BUSINESS MIX OF MONTCLAIR CENTER BID

- Israel reported businesses are concerned with the mix of downtown district. If similar businesses are allowed next door or across the street from competitors, the market will be too saturated.
- Board discussion centered around if there is anything BID can do to filter the types of businesses allowed to open. Matt and Phil said there is little anything the BID or Township can do restricting landlords. Phil suggested we investigate what businesses are missing. Many other Townships allow professional services to help fill vacancies. Generally, offices are not allowed on first floor spaces in Montclair.

ACTION: Israel will be contacting other BIDs to discuss strategies for business mix in their districts.

LADIES NIGHT OUT (LNO)

- 54 Businesses participated of which 20 created selfie stations for shopper interaction.
- LNO began at Pig & Prince at 5 p.m. Selfie sticks were given out to 98 participants. Pig & Prince had a special drink menu.
- Board discussion: Phil suggested scheduling LNO for warmer nights, Israel warned of competing town events.

PARKING

- Montclair BID purchased \$5 all day permits passes from the Parking Authority that they will sell to merchants; it was suggested that business owners be proactive and sell or give away passes to their preferred customers.

EMPTY TREE PITS

- Israel reported that Steve Shuckman has ordered all the trees but can't plant them until late spring/early fall. The only tree pits that will not be planted are at the proposed development sites.

UPCOMING EVENTS

- North Fullerton Fair- Saturday, May 6. Montclair BID is supporting the event by providing the Montclair Center Stage.
- Glenridge Avenue Arts & Music Festival – Saturday, May 13. Nicci mentioned there will be many more vendors, much more food and the Crosby will now be opened. More marketing over the next couple weeks.
- Matisse Week – May 14 to 20. Businesses are encouraged to decorate and plan Matisse inspired promotions to attract shoppers.
- Art Walk – Friday, May 19 6-9 PM.
- Chalk Walk – Saturday, May 20, 2 to 7 pm. Closing Church Street, kids will be drawing and coloring in chalk on street, MSU students will be volunteering to assist, each kid gets an artist's neckerchief, paying for police with Museum.
- Stellar Store and Storefronts Workshops – April 18.
- New businesses in town: Montclair Film, Crosby, Katie Diamond Jewelry, Golden Land Jewelers. Upcoming; Kimchi Smoke, Tacoria, Lobster Shack, Café Eclectic, Eclectic Chic Boutique, Valley Jewelers/Craig Brady.

ADJOURNMENT

- Nicci moved to adjourn and was seconded by Matt. Vote was unanimously in favor of adjournment.
- The meeting adjourned at 8:38 p.m.

Next board meeting – May 10, 2017
BID Office

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