



# MONTCLAIR CENTER**BID**

[montclaircenter.com](http://montclaircenter.com)



2019



Lisa Johnson, Co-President  
Gerald Sweeney, Co-President  
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## Montclair Center: A Thriving Destination

Montclair Center continues to grow with new businesses, new residential and commercial developments, new residents, and new activities and initiatives. With the Seymour Street Arts Center complex and new parking decks expected to open in 2020 and other areas under planning or construction, the BID is looking forward to leading and managing Montclair Center in the future.

This past year was a very productive year of growth and change for the BID. Jennifer Brown, who served as our Executive Director through June, developed much needed BID internal policies, procedures, and control systems, an employee manual, and a regular BID newsletter before leaving. The BID, after conducting a search, quickly decided to hire Jason Gleason, who had been serving as the BID Chair, as the acting interim Executive Director to ensure effective program continuation. The Board also elected us, Lisa Johnson and Gerald Sweeney, to serve as BID Board Co-Chairs to manage and set the policy direction for the BID.

The Board and the staff together have accomplished much during 2019 and have put in place great and effective plans for 2020. Together, we have launched a strategic planning initiative with the New Jersey Main Street Program, executed a successful downtown mural and visual improvements program, hired staff to improve delivery of services (including an ambassador to

improve the cleanliness and safety of the Downtown Center and an office employee to improve stakeholder communications and outreach), established a comprehensive holiday season program to enhance retail sales and downtown business patronage, added educational and training programs for business development and retention, developing programs to encourage businesses to locate in the Montclair Center, focusing upon the means and methods to improve interim and seasonal parking and to partner with the Township on permanent parking solutions, and designed a comprehensive and effective event and other programs for 2020.

In 2020, we expect Montclair to become a more vibrant shopping, dining, and arts destination and the BID to work diligently to accomplish that. The BID works to serve our Montclair Center property owners, business owners, shoppers and residents for continuation of a vibrant, exciting, safe, and commercially successful downtown community.

We encourage and request your participation and support for our important programs.

**Respectfully,**  
**Lisa Johnson and Gerald Sweeney**  
**Co-Chairs,**  
**Montclair Center BID Board of Directors**



## WHERE THE SUBURB MEETS THE CITY

Our district comprises over 200 property owners and 300 retailers, restaurants, arts organizations and nonprofits that overflow with creativity, forward thinking ideas, and classic elegance. Winner of the 2015 Great American Main Street Award, Montclair attracts residents, shoppers and business owners who come for our savvy, metropolitan style and energetic, welcoming community.



The Montclair Center BID is directly responsible for the marketing, maintenance, beautification projects including plants and decorations, banners and select arts programs, including music and murals, throughout the district. Working with the Township, local utilities and services and its renowned Ambassador staff, it ensures that the downtown Montclair area is clean, bright and in excellent working order. By encouraging dynamic collaboration, the Montclair Center BID also creates exciting events for shoppers and tourists, marketing opportunities for retailers and restaurateurs, and actively seeks to improve the area for businesses and residents.

The BID was founded by property owners and merchants who were concerned about street aesthetics, safety, code enforcement, customer attraction and district marketing. Montclair Center Corporation started operations in the summer of 2002. Since that time, Montclair Center has become known for its walkable downtown, vibrant street life, fabulous restaurants, great retail, award winning art scene and pedestrian friendly offices.



# Meet the Staff



Courtesy of PHIL CANTOR PHOTOGRAPHY, Montclair

**Jason Gleason**  
Acting Executive Director

**Jackie Apicella**  
Events and Communications Manager

**Dylan Blackwell**  
Ambassador Supervisor

**Johnathan Graham**  
Ambassador

**Pauline Heaney,**  
Admin. Assistant /Community Liaison

**Donald Hunter**  
Ambassador

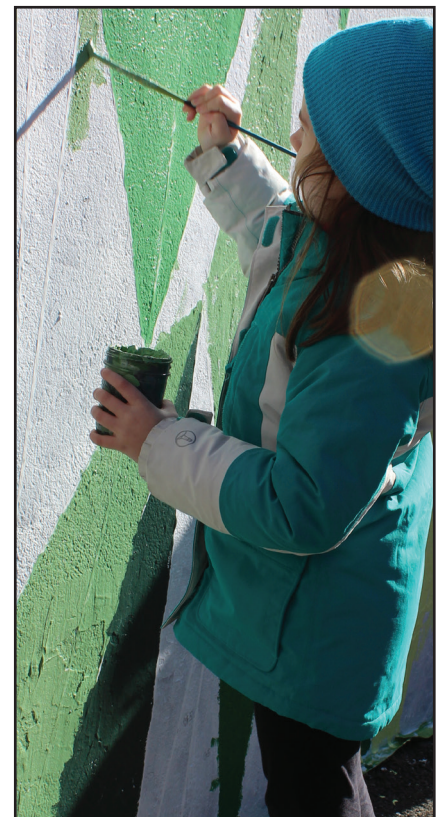
**Zachary Patti**  
Ambassador

**Ann Marie Sekeres**  
Marketing/Communications Director

# Projects and Events



2019 included a revised visual style, a synchronized and proactive approach to social media, a monthly public e-newsletter, and improved internal resources and personnel management.





# Mural Project

Thanks to a Transformation Grant from the State of NJ's Main Street Program, the BID launched the ArtConnects Mural Program. Winning artists include Chady Abousleiman for 180 Bloomfield Ave, Holly Rader for 219 Glenridge Ave, Amol Saraf for 420 Bloomfield Ave, and Jhonattan Arango for 50 Church St. Thanks to the Visual Improvements Committee for their hard work and mural panelists Jeff Beck, Petia Morozov, Tanya Poteat, Ruth Perretti, Mary Z. Scotti, Gail Stavitsky, and Sharon Burton Turner.





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7 North Willow #4A  
Montclair NJ 07042  
973.509.3820

montclaircenter@montclaircenter.com