

# MONTCLAIR CENTER BID

## GREAT AMERICAN MAIN STREET AWARD WINNER 2015

### Montclair Center BID

December 13, 2017 – 7 p.m.

### ANNUAL MEETING

Phil Cantor Photography Studio

Board members in attendance: **Jeff Beck, Phil Cantor, Arlene Carrini, Jason Gleason, Lisa Johnson, Eddie Peralta, Sharda Ramharack, Sue Schultz, Nicci Silva, Matt Silverman, Nat Testa, Robert Weber, Kevin Costello (representing Steven Plofker)**

Guests: Melissa Adler, Shaun Killion, Jodie Dawson, Chris Francios, Alex Arnoff, Frank Carrini, Jennifer Bobal, Honey Correia, Christine Ferro-Saxon, Kristen Zachares, Irfran Raja

Absent: Renee Baskerville, Jenna Davis, Guy Kinley, Sean Spiller, Gerald Sweeney, Elaina Watley, Kazim Mirza

Staff: Israel Cronk, Diane Israel, Ann Marie Sekeres, Joann Smalls

### CALL TO ORDER

Phil called the meeting to order at 7:35 p.m. November minutes accepted as altered – Jason made a motion to accept the November minutes as corrected. Lisa seconded. Minutes passed unanimously with an alteration to reflect that a vote was taken to pass the 2018 budget.

### BUDGET PRESENTATION

#### 1. Robert presented 2018 Year to Date Budget.

- a. Budget report – Robert noted a modest increase to the budget of less than 1% from last year to this year. The BID will end the year with a surplus of \$30-40,000 that will be put into a newly opened Capital Reserve account for replacement of, but not restricted to, a new truck, sweeping machine, bike racks, and signage.

### YEAR in REVIEW

1. 18 Festivals and community events
2. 25 Musical Performances
3. 150,000 + cultural visitors
4. 1,000 more followers, 300 away from 10k on Facebook
5. Doubled our Instagram followers from 2,400 to 4,500
6. 12 new hanging baskets on Bloomfield Ave.
7. 1 new Mural – Dallery Tulip
8. Shop Small Saturday inspired more than 475 store visits
9. 47 New Businesses in downtown
  - a. Upcoming – Café Eclectic, Pharmacie Liquor Bar, Montclair Farms
  - b. Moves – Intrepid Gym, Madeline's
10. 1,000+ at Le Petite Night Market.
11. Revitalized a pocket park, Crane Park
12. 3,000+ at the Crane Park Market
13. 4,000 people to Lackawanna Plaza for Oktoberfest
14. Changed a public drinking ordinance- alcoholic beverages are now allowed on public property (i.e. parking lots, sidewalks, and streets) with proper permitting for events.

15. 192 Meters of Free Parking for Shop Small Saturday
16. 1,300 people at Tree Lighting
17. 18 sponsors = >\$20,000 in additional revenue
18. Received a \$1,500 pedestrian safety grant
19. Occupancy Report (formerly known as Vacancy Report)
  - a. At 95% (5% vacancy – lowest since 2006)

## **NEW BUSINESS**

### **1. BOARD VOTE RESULTS**

- a. Montclair Center welcomes to the 2018 Board of Directors: Sue Schultz (Property Owner 3 year term), Sharda Ramharack (Property Owner 3 year term), Konstantin Trichas (Property Owner 3 year term), Lisa Johnson (Business Owner 3 year term), Honey Correia (At Large 1 year term), Chris Francios (At Large 1 year term), Melissa Adler (At Large 1 year term), Robert Weber (At Large 1 year term), Matt Silverman (At Large 1 year term).

### **2. COMMITTEE SIGN UP**

- a. BUDGET AND FINANCE
  - i. Robert Weber - Chair
  - ii. Jeff Beck
  - iii. Chris Francois
  - iv. Nicci Silva
  - v. Matt Silverman
  - vi. Jennifer Bobal
- b. MARKETING
  - i. Honey Correria
  - ii. Jeff Beck
  - iii. Irfan Raja
  - iv. Nat Testa
  - v. Melissa Adler
  - vi. Nicci Silva
  - vii. Kristen Zachares
- c. RETAIL/RESTAURANT
  - i. Chris Francois
  - ii. Melissa Adler
  - iii. Shaun Killian
  - iv. Arlene Carrini
- d. VISUAL IMPROVEMENT
  - i. Arlene Carrini
  - ii. Frank Carrini
  - iii. Jennifer Bobal
- e. KIDS BIZ – Additional members
  - i. Honey Correria
  - ii. Kristen Zachares

### 3.PARKING

- f. Discussion about impending loss of parking due to redevelopment in downtown. Suggestions about parking solutions will be entertained at the January 16<sup>th</sup> Merchant Meeting – time and location TBA

### **2018 VISION**

1. More focus on better business practices for individual businesses and more strategic business support. i.e. succession plans, tax exemptions, merchandising, online SEO, etc.
2. Lighting Study for downtown to identify and address dangerous and unwelcoming areas in downtown.
3. Technical support for social media and websites will be offered as well

### **EVENTS**

1. Merchant Meeting – January 16<sup>th</sup>

### **ADJOURNMENT**

Jason moved to adjourn and was seconded by Sue. Vote was unanimously in favor of adjournment. The meeting adjourned at 9:38 p.m.

### **Next Meeting:**

**January 10<sup>th</sup>, 2018 - 7 PM**

**BID Office - 7 North Willow Street, Suite 4A**