

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID

Wednesday, December 12, 2018 – 7 p.m.

Montclair House Grill – 12 Church Street, 2nd Floor

Board members in attendance: Phil Cantor, Arlene Carrini, Chris Francois, Jason Gleason, Lisa Johnson, Sharda Ramharack, Sue Schultz, Matt Silverman, Nicole Silva, Jerry Sweeney, Nat Testa, Jeff Beck, Matt Silverman, Honey Correia, Jenna Davis

Absent: Renee Baskerville, Sean Spiller, Robert Weber

Staff: Jennifer Brown, Diane Israel, Ann Marie Sekeres, Joann Smalls

I. CALL TO ORDER & WELCOME

7:26 pm call to order – Phil welcomed everyone in attendance. Members of the Montclair Center BID Board of Directors introduced themselves and their respective affiliations. Phil reminded anyone who wants to vote to submit their ballot for board of directors' elections.

II. PUBLIC COMMENTS (5 MINUTES PER VISITOR)

Phil invited attendees to make public comments. There were no public comments at this time.

III. ADOPTION OF NOVEMBER 14TH MEETING MINUTES

Sue pointed out that Matt Silverman was listed twice on the draft minutes. There being no other changes, Matt motioned to approve the minutes from the November 14th meeting, Sue seconded, and there was unanimous approval.

IV. EXECUTIVE DIRECTOR – YEAR IN REVIEW

Jennifer mentioned that today is her one-month anniversary of the BID, and that she asked the staff to provide input as to the highlights of this year. She referenced the 2018 Annual Report, which was provided to attendees. She then mentioned a few key initiatives for 2018, including a major revamp and relaunch of the BID's website, a new street sweeper in partnership with the Township, a myriad of successful events including a new Montclair Center Stage Music Festival kick-off event, Oktoberfest, Kidchella (first year), Family Fest, the Fashion Show, and the art walks. The BID's social media numbers have grown: there are now 10,350 Followers on Facebook (up from 9,700, nearly 9% increase), and 6,300 on Instagram (up from 4,385, about 44% increase). The BID was invited by the Governor to participate in the return of the Main Street program in NJ, Montclair Center received the Jersey Arts Award for Best Arts District in 2018, and the BID did a successful parklet project on Glenridge Avenue.

V. TREASURER'S REPORT

Jennifer mentioned that our BID Treasurer, Robert Weber, is recovering from knee surgery, therefore our BID Assistant Treasurer, Jason Gleason, will provide the financial report. Jason then provided an overview of the BID's year to date expenses through November 30th as per the financial report provided in the packets. There were no questions regarding the year to date financial report. Phil then reminded attendees about the structure and make-up of the BID budget and how we are funded.

a. 2019 Budget Presentation

Jason reviewed the 2019 budget, which was provided in the packets and approved by the full board at the November meeting. He gave a few key highlights, including a projected increase in revenue due to an assessment increase. Sponsorships and contributions are now added to the revenue portion of the budget, as we have been receiving that type of revenue for a couple of years. Quality of life increases are due to sweeper and additional personnel in the ambassador program. We are reflecting a small increase in visual improvements line, possibly to expand the parklet program. There were no questions about the 2019 approved budget.

VI. COMMITTEE & WORKING GROUP SIGN-UPS

Jennifer provided an overview of the committee and working group structures. Sign up sheets were provided at the meeting on the back table, and everyone who is interested is encouraged to volunteer for a Working Group.

VII. NEW BUSINESS

Phil discussed the 2-hour Free Parking through December 26th that the Township is providing. We will have a Meet and Greet on January 23rd at 6 p.m. for our BID members. The Meet and Greet will be held at Montclair Film's Cinema 505, and Jennifer acknowledged Lisa from Montclair Film and thanked them for hosting.

VIII. 2019 VISION

Jennifer discussed the refunding of the NJ Main Street program and the opportunity to undergo a comprehensive Strategic Implementation Planning process in first quarter of 2019 – major funding priorities and new initiatives can stem from there. The last Strategic Plan was conducted when Luther Flurry was at the BID, and published in 2012. It was intended to be a five-year plan. This process would be comprehensive and include extensive community engagement. Jennifer said that she would also like to enhance the BID's digital communications efforts, including a regularly scheduled BID electronic newsletter (for members and general public), and focus on boosting subscribers. As per the new and improved MontclairCenter.com site, she would like to focus on boosting participation of local businesses utilizing the new website to post events, specials, etc. In terms of programming and events, as mentioned earlier, this will be discussed extensively at the January full board meeting, and then the calendar will be set. She would also like to continue something that Israel started, which is to add more technical assistance and informational sessions for our business community. Finally, other things would likely stem from the Strategic

Implementation Plan, but we have our eye on reinvigorating the Streetscape/Visual Improvements Committee and once the NJ Main Street funding is revamped, there may be a grant opportunity through DBIZ.

IX. 2019 DRAFT PROGRAMMING & EVENTS CALENDAR

Jennifer provided a short overview of the draft 2019 programming calendar, which was provided in the packets for informational purposes. Honey then provided some additional insight into the Marketing and Programming Working Group's thoughts about the programming calendar. The draft calendar will be presented and discussed by the full board at the January meeting. Phil introduced the staff and Luther Flurry a previous Executive Director of the Montclair BID, who was also in attendance.

X. BOARD OF DIRECTORS – VOTING

After the final tally was completed by the BID staff, Jennifer announced the results of the elections. In the Business Director category, Arlene Carrini and Nicole Silva were re-elected to the board for a three-year term. In the Property Owner category, Richard Polton and Robert Squires were elected to the board for the first time for a three-year term. In the At-Large category, there were four individuals running for three seats. Honey Correia, Matt Silverman, and Robert Weber were all re-elected to the board, each for a one-year term. In the Resident category, Chris Francois was elected for a one-year term, and in the Non-Profit Category, Garth Guthrie of Reaching Out Montclair was elected for a one-year term.

Sue then announced the ballot for officer positions of the board. The vote will take place at the full board meeting in January. For President, Phil Cantor and Jason Gleason will be on the ballot. For Vice President, Jerry Sweeney will be on the ballot. For Secretary, Lisa Johnson will be on the ballot. For Assistant Secretary/Treasurer, Chris Francois and Nicole Silva will be on the ballot. The ballot and overview of the voting procedures will be sent out via email to the full board later this week.

XI. 2019 DRAFT BOARD MEETING CALENDAR

Phil referred to the board meeting dates for 2019, provided in the packets. Jerry thanked everyone for their attendance and encourages participation and involvement.

Phil then asked each of the committee chairs to talk about what they do. Honey provided an overview of marketing and programming. Brittany DeMaio talked about Kids Biz working group – it's a great way for businesses that focus on kids to meet each other and work together. Jen Bobal provided an overview about efforts to revive the Visual Improvements Committee, which is looking for new members. She and Mark from Healthy Pet Markets have started to discuss possible improvements. Jerry mentioned that Montclair Center was set up principally to help the landlords and that we may want a new committee to address these issues.

Phil asked for a show of hands of the attendees: who is here as a property owner, who is here as a business owner, or other?

Christine from SAVE of Essex County then thanked the BID and the businesses who have been so supportive for all these years.

Other Business:

- Sharda asked what brought so many people out this year; location, time, date, etc.?
- Arben Gasi of Le French Dad introduced himself.
- Deb King from Discovery Maps introduced herself and her map, which will be published in 2019.
- Ulysess De Le Torre – owner 27 Valley Road – asked about persistent retail vacancies – why is this? Jerry explains the different reasons for this as per owners, some owners have different ideas as to their spaces, criteria that relate to their vision and long-term plans, and then other businesses fail for various reasons. Could consider soliciting certain types of businesses. Vacancies impact everyone, not just the owners. Arlene mentioned that the same individual owns many of the vacant spaces. Jerry – in long term with the increase in the residential population, there will be more demand for local businesses. Phil – this was the reason for the BID to be formed. Jerry – we focus on the ground floor, that doesn't address the vacancies upper floor. Commercial landlords who pay, they pay for upper floor and commercial.
- Frank Carrini asked about parking – do we work with the planning board on these issues? Jason said that we can advocate for this, but we are not on the planning board, though. Jason said in terms of vacancies and parking, the board spends a lot of time talking about these issues – a number of spaces are notoriously vacant. What ideas do other owners have? Ulysess would like to be on the committee once it is formed.
- Roger Mazzeo – had a business for a couple of years on 47 South Park Street. Transitioned to Pilates studio.
- Kristen – Eclectic Chic boutique – grateful to landlords who were open to small boutique studios. She provides space to rent out to artists, pop ups, etc. Can we create incubator initiative? Small businesses to get together to pool resources for rent.
- Deb King – we went through this in Morristown – then a law firm built a building and it really boosted Market Street due to an entire building full of attorneys. Honey stated that she moved her business to Montclair's BID to attract more employees.
- Janet and Richard Oscar, landlords at 12 Church Street, in addition to Janet being a member of Montclair Garden Club, introduced themselves.
- Shannon Cook – Studio 408, Digital Scope Media, 2nd floor with two businesses, open to incubator style businesses. Started as an at-home business four years ago, moved into space two years ago.
- Robert – MSU – kids need to come to Montclair Center. Chris discusses the efforts. “MSU Take-over”. Red Hawk dollars program. Certain businesses are conducive to the student population. Deb – we will deliver the map to the college too. Discussion how to transport students. NJ Transit – has a non-compete clause. Uber events – create promo codes – get Uber to get to a specific event. Chris – they had a conversation with Lyft too, might want to reinvigorate this.

- Matt inquired about next meeting – where and when? Jennifer mentioned that we will be moving the location of the full board meetings to spaces that can fit the full board comfortably conference-style. The January meeting will likely be held at Pig and Prince.

XII. ADJOURNMENT

There being no further business, Phil motioned to adjourn the meeting, Arlene seconded, and all were in favor. The meeting was officially adjourned at 8:48 p.m.