

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID

Wednesday, February 13, 2019 – 7 p.m.

Montclair House Grill – 12 Church Street, 2nd Floor

Board members in attendance: Jeff Beck, Phil Cantor, Chris Francois, Jason Gleason, Garth Guthrie, Sue Schultz, Nicole Silva, Matt Silverman, Robert Squires, Jerry Sweeney, Nat Testa, Robert Weber

Absent: Renee Baskerville, Sean Spiller, Arlene Carrini, Honey Correia, Jenna Davis, Lisa Johnson, Richard Polton, Sharda Ramharack

Guests: Jennifer Bobal, Jillian Sofied

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

I. CALL TO ORDER & WELCOME

Jason called the meeting to order at 7:08 p.m. The January 9th minutes passed with corrections. Motion to approve as corrected by Chris, seconded by Nicci, passed unanimously.

II. PUBLIC COMMENTS (5 MINUTES PER VISITOR)

Jason invited attendees to make public comments. Jillian, policewoman with the Montclair PD – is looking for volunteers and donations for the Police Department Easter egg hunt with over 6000 eggs for ages 0 to 11 at Glenfield School on April 13th. Contact Jillian: jsofied@montclairnjusa.org.

III. CHAIRMAN'S REPORT / EXECUTIVE COMMITTEE REPORT

A. Jason set up the outline for the board meetings going forward:

1. Change in the agenda order from previous board meetings
2. Goal is for meetings to end in a timely manner
3. Committee and working group chairs will be reporting out at each full board meeting

IV. PARKING DISCUSSION

A. Sean Spiller was invited to give a parking report, but could not attend

B. Matt Silverman - Parking report:

1. Township doubled parking fines late last year in designated zone
2. BID should have been involved during the implementation of the new fines
3. We need to communicate our needs to the Township
4. Jason talked to Sean about the parking permit process
5. Township raised fees at two decks, pushback led to temporary reduction at the Fullerton deck pending further study
6. BID should meet with the Township Council at a conference meeting, to participate in the formulation of the law with recommendations and different policies
7. Township parking study from 2016 will be sent to the full board by Jennifer
8. Gary is the head of the Parking authority – Matt has met with Gary and with Rich McMahon to discuss the issue
9. A BID Parking Working Group will be created – members will include Matt Silverman (Chair), Robert Weber, Phil Cantor, Jeff Beck, Garth Guthrie and Jason Gleason

V. EXECUTIVE DIRECTOR REPORT

A. Strategic Implementation Plan update: delayed until middle of March or beginning of April, NJ Main Street has not announced the reinstatement of funding or process yet

B. Print / Wayfinding Communications:

1. Updated business directory – recently released & will be updating and printing more

this year

2. Updating kiosk inserts – should be finalized by the end of month
3. Updating wayfinding signage - small updates to signs by the end of the month and then reprint

C. Digital Communications

1. Updating lists in Wild Apricot including BID member list by the end of month
2. *The Downtowner* - monthly digital newsletter began in January and is released to over 1,000-person BID email list and the 10,000 + AMEX list
3. Continue to promote subscribers to newsletter/drive traffic to social media and website/promote member listings on site
4. Website updates & SEO/content - discussions ongoing with Insomnia Graphics
5. Social media coordinated strategy/listing of all MC businesses also ongoing

D. Banners/Sponsorships:

1. New Banner pricing plan established for 2019
2. Finalized a \$10,000 "swap" with The Wellmont Theater - giving us full sponsorship for this year's fashion show
3. Pursuing Sponsorship Opportunities for 2019 events with local businesses

- E. Employee Handbook was approved by the Executive Committee in January and was sent to full board last week - went live on 1/24/19

VI. TREASURER'S REPORT

- A. Robert Weber provided an overview of modifications being presented to the full board, mainly related to health care increases and audit numbers. The Budget and Finance Committee reviewed and approved these revisions at a meeting on January 31st.
- B. Money was moved from advertising/digital, new business welcome packets, and incentives to accommodate for the increases in the other line items. Jerry questioned moving the funds from incentives, as it would impact the Executive Director.
- C. \$25,000 that was previously designated for the capital reserve fund has been moved to strategic initiatives.
- D. The overall revenue and expense numbers are the same as the budget that was approved by the full board, there were adjustments between line items.
- E. Phil Cantor moved to approve the 2019 budget with modifications as shown, Chris seconded, all were in favor, with one board member opposed.

VII. COMMITTEE AND WORKING GROUPS

- A. Ratify committee/working group members – list of current working groups and committees provided and were reviewed
- B. Nominating committee – Jason said this has to be ratified by the board
- C. Sue will chair the Nominating Committee - voting procedures to be revisited
- D. Jason moved to accept the Nominating Committee members as discussed (the same committee as last year), Matt seconded, passed unanimously that the Nominating Committee remains the same as previous year
- E. Jeff Beck will be added to MSU working group. Matt moved to approve the full list of committees and working groups as presented, Nicci seconded. Committees and working groups were approved unanimously.

VIII. COMMITTEE & WORKING GROUP REPORTS

- A. Audit - Matt Silverman – will be setting up a call with the audit firm in the near future. Audit fieldwork will begin soon.
- B. Marketing and Programming - Nicci Silva

1. Finalized the calendar for the year
2. Revamping the Instagram with stories and highlights
3. High quality photographs needed for Instagram and print pieces
4. Committee goal - 10,000 followers by summer on Instagram

C. Streetscape and Visual Improvements - Jen Bobal

1. Focus - tree beds improvement, contest for cleaning up the beds
2. Planning newsletter to merchants to let them know about the contest
3. Focus - Lighting Alleyways for safety
4. Streetlights - which ones have electricity for holiday decor?
5. Call PSEG with number on the pole for light outages
6. Public art projects - meetings with Studio Montclair for murals, etc.

D. MSU Partnership - Chris Francois

1. Jennifer, Jason and Chris met with Jack Shannon, other meetings with MSU employment services team have been ongoing
2. MSU takeover September 16th (tentative date), max of 35 businesses
3. Satellite business hours in town for interns - April thru June
4. Distribution of newsletters, a booth at every event that the BID sponsors
5. Under discussion: MSU making stops in the downtown from the college - also Bay St
6. Under discussion: Shuttle from college to downtown for events
7. Under discussion: Looking for an incubator in the downtown for the business department of MSU - Robert Squires will help
8. Under discussion: Chat and Chew with the community - monthly
9. Under discussion: TV show about the merchants through the college communication department

E. Kids Biz - Jennifer Brown

1. Kidchella, Family Fest and Tree lighting are the focus for the working group for 2019. Kidchella sponsorship and applications are live now and planning is well underway

IX. NEW BUSINESS

A. UPCOMING EVENTS

- Valentine's Day promotions - February 14th
- Women's Empowerment Week - March 5 thru 10th
- Ladies Night Out - new date April 12th

X. OPEN DISCUSSION / OTHER BUSINESS

- Can the business owners and or the BID put their advertising at the MSU campus?
- Anything posted on campus would have to be approved by the school first
- How do the kids get their info about the world? Focus on digital/phones
- Ask them to add a button to their Instagram about Montclair BID
- Robert Squires spoke highly of To Be Pilates, a new business on South Park Street

ADJOURNMENT: Jason motioned to adjourn the meeting. Nicci seconded. Meeting adjourned at 8:56 p.m.

NEXT MEETING: March 13, 2019 / Meeting place: TBA