

MONTCLAIR CENTER BID

Montclair Center BID
Wednesday, March 13, 2019 at 7 pm
Montclair House Grill - 12 Church Street, 2nd Floor

Board Members in Attendance: *Honey Correia, Robert Squires, Sharda Ramharack, Sue Shultz, Lisa Johnson, Jason Gleason, Chris Francois, Jeff Beck, Phil Cantor, Sean Spiller, Garth Guthrie*

Absent: *Renee Baskerville, Arlene Carrini, Jenna Davis, Richard Polton, Nicole Silva, Nat Testa, Matt Silverman, Jerry Sweeney*

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

I. CALL TO ORDER AND WELCOME

Jason called the meeting to order at 7:11 pm.

II. PUBLIC COMMENTS. There were no visitors for public comments.

III. CHAIR REPORT/EXECUTIVE COMMITTEE REPORT

- a. Jason discussed the draft single-use plastic ban that is being proposed by the Montclair Environmental Commission. A draft of the proposal was provided to the board for review and comment.
- b. A minimum wage increase was signed by Governor Murphy. Compliance begins in July to raising minimum wage to \$10/hour and \$1 per year until 2024. For organizations with less than 5 employees, the schedule is different.
- c. MINUTES. JG moved to adopt the minutes from the Feb 13 meeting. Phil seconded, passed unanimously.
- d. Strategic Plan. The BID hopes to receive Main Street NJ funding for this process. Main Street will be announcing the program in Montclair, but that has been delayed. BID will try and delay strategic plan development until Main Street announces process and funding processes.
- e. Board and Staff Updates. Diane Israel is leaving the BID to work at the History Center. Robert Weber resigned from the Board of Directors and as Treasurer. Jason commended RW on his work, service and time that Robert devoted to the BID. JG noted that the Board is down 2 members and the nominations committee has been tasked to fill the vacancies.
- f. Priorities for 2019. Jennifer compiled a priority list for 2019 that will be sent to the full board that includes:
 - i. Strategic Planning Process

- ii. Parking working group developing goals and strategies.
- iii. Parklet program
 - 1. There was some discussion about the Walnut parklet, which is being debated by Council, and our Glenridge parklet, which is supported. Honey asked why the parklet has to be approved each year by council. Sean explained because it is not legislated by special ordinance. Jennifer also asked about the parking meter costs being waived.
- iv. Digital Communications. Initiatives include the new monthly digital newsletter, updating all business listings, updating wayfinding.
- v. Public realm including beautifications and addressing street light outages, also public arts and investigating destination-marketing opportunities.
- vi. Developing MSU partnership.
- vii. Actively collecting economic and occupancy data.

IV. DIRECTOR'S REPORT

- a. The staff is entering event season and actively seeking sponsors and vendors. Gelotti took the highest level sponsorship for the music festival – twice their commitment from last year. The postcard listing events is in wide circulation.
- b. Parklet. At conference meeting, the Township Council approved Glenridge parklet from May to October. It is expected to pass at vote and JB is gathering support letters.

V. TREASURER'S REPORT

- a. Jennifer filled in for the Treasurer and noted the BID budget will be submitted to the Council next week.

VI. COMMITTEE AND WORKING GROUP REPORTS

- a. Audit. Matt absent. Jennifer reported that the audit is in motion and going forward – field work was conducted on March 1st.
- b. Kids Biz – Jeff reported that Kidchella is still accepting registrants and all participants will be having an activity. Sponsors include MLC, Michael Stahl and Sothebys. Bands include Drums of Thunder, Watchung Mountain Riders and School of Rock.
- c. MSU. Chris is working on getting photography interns and will be setting up committee meetings.
- d. Marketing Committee. Honey reported that the staff is synchronizing member lists across platforms and goals include growing Instagram followers, getting businesses to cross promote and connect. The BID newsletter needs to grow subscribers but has very successful open rate. Tier strategy regarding events seems to be working as Women's Empowerment Week went as planned.
- e. Nominating. Sue disclosed that the committee knew about Robert Weber's resignation early and began working right away. It was proposed that Brittany DeMaio be nominated for that seat. Jeff seconded the move to discuss. SS asked if there were comments. Jason said that Brittany would complement the board. Sue spoke to Brittany and she had expressed interest as an at large candidate position. There was a vote to elect Brittany DeMaio to board: vote was a unanimous yes.

Phil noted that there was another vacancy for property owner. Sue was accepting nominations for that opening and hoped to have a vote in April. Phil asked that attendance requirements be reviewed. Jason will follow up with members whose attendance is low.

- f. Parking. Reporting for Matt, Jennifer noted that the parking working group met for the first time and reviewed parking/traffic study that was originally commissioned by the Township. The committee began to prioritize those recommendations for the BID meter parking reforms, parking issues, improve signage, technology, parking benefits district, etc. The working group would like the board to review the parking study recommendations and provide further comments to Matt or Jennifer about priorities.
 - g. Visual Improvements. Reporting for Jen Bobal, Jennifer noted the tree bed beautification contest that the committee was going to initiate this spring.
- VII. OPEN DISCUSSION. The board discussed having more networking events and more classes and seminars for business owners. JG mentioned possibly inviting other districts to network.
- VIII. Jason motion to adjourn. It was seconded by Jeff. Meeting adjourned at 8:39pm.