

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

**Montclair Center BID
Full Board Meeting
May 8, 2019 – 7 p.m. – 8:30 p.m.
Leone's, 19 South Park Street**

Montclair Center BID
Wednesday, May 8, 2019 – 7 p.m.
Leone's – 19 South Park Street

Board members in attendance: Renee Baskerville, Jeff Beck, Phil Cantor, Arlene Carrini, Brittany DeMaio, Chris Francois, Jason Gleason, Garth Guthrie, Sue Schultz, Nicole Silva, Matt Silverman (via phone), Sean Spiller, Robert Squires, Jerry Sweeney, Nat Testa

Absent: Honey Correia, Jenna Davis, Lisa Johnson, Richard Polton, Sharda Ramharack

Guests: Jennifer Bobal, Paul Giordano

Staff: Jackie Apicella, Jennifer Brown, Ann Marie Sekeres

- I. **CALL TO ORDER & WELCOME** - meeting called to order at 7:04 p.m.
- II. **PUBLIC COMMENTS** – Paul Giordano from White Rabbit Black Heart introduced himself. Nicci mentioned his involvement with the Upper Montclair Business Association for many years.
- III. **ADOPTION OF APRIL 10, 2019 MEETING MINUTES** (*attachment*) – *the following revisions need to be made: add Brittany to list of board members in attendance and a tweak on page 4, new business, the sentence about Art Walk doesn't read right.*

Phil motioned to approve the minutes with suggested changes, Jason seconded, and all were in favor with one abstention, Dr. Renee Baskerville.

IV. **CHAIRMAN/EXECUTIVE COMMITTEE REPORT**

- a. Report on May Executive Committee Meeting – Jason updated the board on the last Executive Committee meeting, including the sidewalk sweeper discussion. There is a meeting next week with the Township Manager and Township Attorney to discuss issues of insurance and liability.
- b. NJ Main Street Workshop April 23rd | Designation Timeline Announced | Main Street Grant Process – Placemaking (submission by June 3rd, awards by June 30th) | Transformation Strategies (strategic planning) Process July – September
 - Jason provide a short recap on the Main Street event here in Montclair on April 23rd.

- Resolution to Authorize Board Chair to sign Letter of Agreement for Main Street NJ designation
 1. Jennifer explained the expedited timeline that was presented last week on a mandatory webinar for Main Street Partners.
 2. Phil motioned to authorize the Chairman of the Board to sign letter of agreement to re-designate Montclair Center to be an official Main Street NJ partner, Jerry seconded, all were in favor.
- Resolution to Authorize Grant Submission for Main Street NJ Grants
 1. Jason explained the recently announced Main Street grant process, as per the document provided - the deadline for submission is before the next full board meeting.
 2. Jason discussed the identification of a public art project as per one of the priorities of the Visual Improvements Committee.
 3. Jerry asked if public art is considered one of the categories, and Jennifer explained that the category is placemaking, which can mean a lot of things. A public art project would definitely fall under the definition of placemaking as per the criteria.
 4. Upon further discussion about the goals of the project, and possibly working with partners such as Studio Montclair and MSU, Jennifer distributed the draft resolution language. Jason moved to adopt the resolution as outlined, Renee seconded. Robert indicated he thinks it's a great project, and there was no further discussion. All were in favor.

V. EXECUTIVE DIRECTOR'S REPORT

- a. Ladies Night Out (33) | Art Walk (37) – Jennifer updated the board on the number of participants in these recent events.
- b. Montclair Center Stage Music Festival
 - Total revenue & Total expenses – Jennifer provided an overview of the event revenue and expenses, which will be finalized soon.
 - She mentioned that there were 10 Bands and nearly 40 Sponsors & Vendors at the festival.
 - Arlene said that both uptown and downtown were rocking that day.
- c. Jennifer said that Montclair Center Stage Music Series begins this Saturday – the sponsors are Gelotti & The Wellmont Theater, plus a new sponsor confirmed: The Montclair Foundation for \$1,500.
- d. 2019 Parklet Program – Jennifer updated that the launch is planned for May 22nd.

- e. Conditions of the Downtown – Jennifer provided an overview of a discussion that the Executive Board had recently, and Jerry further commented that the conditions of the downtown are very important for the BID. He would like to gather ideas and suggestions about priorities.
- Trees & Tree Beds – Jennifer updated and passed info around on tree plantings that will be happening as per the BID’s request to the Township to plant the empty tree beds.
 - Lighting (outages) – Jennifer updated and passed info around about the outages that she has reported to PSE&G over the past few months, and those that have been fixed.
 - Street Signs (missing) – Jennifer updated on the missing street sign inventory that the BID did recently.
 - BID Cans/BigBellys – Jennifer updated on the BigBelly implementation and asked for assistance from councilmembers to fill in BigBelly locations in Montclair Center that were not previously done.
 - Wayfinding System – updates will be made to the map on the BID’s wayfinding system this year. Arlene asked for updates to the event listings on that as well. Jennifer said that the BID can do this for the kiosk locations.
 - Jerry asked if there are other things to identify and mentioned that the BID ambassadors are our eyes and ears. We all should help report these things.
 - Robert Squires asked about façade grants, and Renee said that they used to exist. Is the County an option? Phil explained for several years the BID had a façade grant that was a matching grant that was eliminated from the budget. Grants could be an incentive for owners to improve. Renee said that she can get back to us with more information on possible grants.

VI. TREASURER’S REPORT

- a. Township Council Budget Review – Chris mentioned that the Township approved the fiscal year budget at the April 23rd.
- b. Financial reports will be provided for the current quarter at a later meeting.

VII. OLD BUSINESS

- a. Parking Working Group Recommendations
 - Jason framed the topic as per the Working Group’s list of priorities – the document was sent in advance of the meeting. Matt Silverman participated via phone.
 - Jason asked if everyone had a chance to look at the document. The goal was to make the document more an objective statement with a list of principles to get everyone in sync with

the priorities. If we are all in agreement with these goals, Matt feels that it's the best we can do at this point to start moving these discussions forward. He briefly outlined the main priorities as per the document:

1. Employee parking is major priority
2. On street parking needs to be available to customers
3. Parking pricing and fines need to be fair
4. Parking should be easy to find
5. Establishing a parking benefits district
6. If we can communicate these priorities to the Township, then we can start a real conversation.
 - a. Jerry – the way it's presented is much better than it was last time – with broad categories – he would add a category about public relations – there is a notion that people don't want to go to Montclair anymore – please add this category. He doesn't like having adjustments in the rate of parking. If people believe the rates will be different when they go, they can't predict them and it will cause problems. Location based could be ideal. We have to deal with interim parking issues while the new decks are being built.
 - b. Nicci – in terms of variable pricing and non-peak and peak hours – she thinks we are always at peak hours. Make it easy across the board.
 - c. Nat – loading zones – is there a rule about when you can park in loading zones, and should we add this to the priorities? Make sure this is publicized that loading zones are open up to public parking after certain time. Should there be additional signage for loading zones?
 - d. Nicci – in Summit they have 15-minute express parking on the ends of blocks – this could be helpful for places so people can run in and out quickly.
 - e. Nicci – right now we have a parking crisis and it seems like we penalize people and fine people – we need to be more hospitable.
 - f. Phil – in terms of the special zone for the increased fines, he doesn't understand the rationale for it.
 - g. Sean – there is a balance in terms of residential issues – there is construction right in this area, as a result tons of residents have come to council meetings to complain about being displaced by this. Public safety committee didn't want to start booting people. PD is tracking the stats. They

started with the red zone – why is that important? Residents advocated for it. Residents are experiencing a lot of issues with the construction beyond parking.

- h. Nat asked if the new fines have been implemented yet? Sean said that the signs have to be up first before they start writing the tickets therefore the fee increase is not in effect yet.
- i. Phil asked about Claremont Avenue, for example, and why it was included. Also, why is Lackawanna on there? It's only meters. Sean said that it has to do with convenience in terms of setting the red zone, related to work zones, he does not know the specifics of every street, however.
- j. Renee explained that Claremont was included because of development going on there too, people were displaced.
- k. Nicci discussed “smart pricing” in terms of different pricing for different places and driving people to less in-demand places. The Fullerton deck issue presented a compromise. Renee explained that Manny the Parking Superintendent is looking at Bay Street. People are on the waiting list for 10 years and they discovered that the price point is way too low.
- l. They found out that many people were from Bloomfield and parking at Bay because it was cheaper than parking at Bloomfield station.
- m. Nicci – employee parking is an issue – if employees make \$10 per hour and it costs \$16 dollars a day to park, that's \$320 per month, equaling 20 percent of employee's pay.
- n. Jason emphasized the need to take care of employees.
- o. Sean explained that part of the Seymour Street project will include 400 more spaces.
- p. Renee – what about a shuttle bus to get employees to and from work? Think outside the box – what times would be good to have it? It would be terrible to lose businesses, so let's look at other options.
- q. Arlene said that in the past a trolley bus has been suggested – one that would go from one end of town to another.
- r. Phil mentioned that at the Main Street workshop they discussed how office parks are dying because people want to be in a downtown area to work.

- s. Nicci said that staff ends up finding a spot but the meters are too short – there need to be longer meter times for customers and employees. The Park Mobile app is useless – but after two hours you cannot refill the meter – she also mentioned the constitutional violation for chalk marking.
- t. Phil said that employees are parking in meters because they have no choice.
- u. Arlene asked who would start the conversation with the other locations to open up spots?
- v. Jerry suggested making the resolution to approve this generally as a platform with the representative to negotiate in the best interest of the business community.
- w. Nicci also mentioned that longer meter times are good for customers too.
- x. Jennifer Bobal inquired about the timeline for getting this moving.
- y. Jason motioned for a resolution to adopt this platform that was presented with a few of the specific suggestions made and agreed upon tonight. Chris seconded. All were in favor.

b. Nominating Procedures – *Sue Schultz*

- Sue passed around the nominating committee document. A goal was to make it larger print, easier to read, add language about a property owner designee or business owner designee. The ballot would be due to the BID office by 3 p.m. the day of the meeting. There would no longer be walk-in votes. Members can fax, email, or deliver to the BID office.
- Nomination for officers – a job description for each officer will be emailed to the board prior to the November board meeting. Survey Monkey will be utilized by first week in December for nominations. Board members may nominate one member for each category. Jerry mentioned that one of the roles of the nominating committee needs to be to evaluate candidates. Jerry suggests clarifying this vetting process in the procedures.
- Jason said that we will tweak this for the June meeting to bring a quick vote.
- Renee asked how we solicit non-profit organizations to participate on the board? Are there any effort made to reach out to other profits in the district? Montclair Neighborhood Development Corporation. Jerry mentioned that in the past we have had very limited choices for this category.
- Phil feels that using the tie-breaker scenario is an odd way to do it.
- Jason would like the committee to consider this more and discuss at a later date.

- Jason raised the issue of board attendance at meetings and that Jenna has missed five meetings in row. He spoke to her at length about attendance and she was made aware that if she didn't show up tonight that she would be removed from the board due to lack of attendance. Jason then called for a vote to remove Jenna from the board. The nominating committee will discuss someone else to fill this seat. Jerry seconded the motion, and all were in favor, with the exception of Renee, who abstained. Sue will call a meeting of the nominating committee.

VIII. NEW BUSINESS: COMMITTEE AND WORKING GROUP REPORTS

- a. Marketing and Programming – Honey was not in attendance, so Jennifer distributed updated stats on marketing efforts.
- b. Streetscape and Visual Improvements – Jennifer Bobal said that 40 businesses have been visited so far to talk about the tree bed beautification project. The next meeting is May 20th and the tree bed contest judging will be the first week of June. Jen wants to work on checking the tree bed emails to see who has submitted thus far.
- c. MSU Partnership – Chris said that April 24th was the first of the MSU satellite hours, but no one showed up. The next date is May 13th at Montclair Farms. The BID sent out the notice today, and we are hoping to get some RSVPs. The committee will meet again next month to talk about the “Takeover” event on September 16th.
- d. Kids Biz – Brittany said that it is exactly one month away from the Family Jam event. The committee has doubled the sponsors and revenue from last year.

IX. UPCOMING EVENTS

- a. Montclair Center Stage Series – Saturdays on Church Street May 11th through September 14th
- b. Family Jam Montclair – June 8th
- c. Summer Saturday Sidewalk Sale – June 22nd
- d. MSU Takeover – September 16th
- e. Family Fest & Oktoberfest – September 21st
- f. Fashion Show – September 25th
- g. Fall Art Walk – October 3rd
- h. Small Business Saturday – November 23rd
- i. Tree Lighting – December 6th

X. OPEN DISCUSSION – New Ideas, Action Items, Comments, Questions, Anything Not Covered Above!

- Jason asked if there are other pressing open discussion items. Chris asked about the menorah lighting and whether that should be added to the list of events, Jennifer explained that unlike the tree lighting, which is a Township

event, the menorah lighting is planned by one of the local synagogues, but she will check the date and see if she can include it on the calendar.

Phil moved to adjourn the meeting, Jason seconded, and all were in favor. The meeting was adjourned at 8:54 p.m.

XI. ADJOURNMENT