

**Montclair Center BID  
Full Board Meeting  
Sept 11, 2019 – 7 p.m.– 9:15 p.m.**

Montclair Center **BID**

Wednesday, Sept. 11, 2019 – 7 p.m.

**Montclair House Grill**

**Board members in attendance:** Jeff Beck, Jen Bobal, Phil Cantor, Honey Correira, Brittany DeMaio, Chris Francois, Lisa Johnson (LJ), Jarmilla Packard, Richard Polton, Sharda Ramharack, Sue Schultz, Matt Silverman, Sean Spiller, Robert Squires, Jerry Sweeney (JS), Nat Testa

**Absent:** Renee Baskerville, Arlene Carrini, Garth Guthrie, Nicole Silva

**Staff:** Jackie Apicella, Jason Gleason (JG), Ann Marie Sekeres

- I. **CALL TO ORDER & WELCOME** - meeting called to order at 7:10 p.m.
- II. **PUBLIC COMMENTS** – There were no public comments.
- III. **ADOPTION OF JUNE 12, 2019 MEETING MINUTES** (*attachment*)  
Jerry motioned to approve the June 12 meeting minutes with suggested changes, Matt seconded. All approved.

Jerry asked for minutes for special meeting on August 8 to be approved. Honey approved, Chris seconded. All approved.

**IV. CHAIR REPORT**

- a. Jerry reported that with the resignation of Jennifer Brown that the board decided to move forward. Jason was appointed and approved as Transitional Executive Director to avoid gap. JG had to resign from the board.
- b. JS, LJ and the Executive Committee will be working on this transition period and developing the focus for the board, including Strategic Planning and Business Development.
- c. JS and LJ will serve as co-chairs. .

**V. EXECUTIVE DIRECTOR'S REPORT**

- a. JG thanked everyone for the opportunity to serve as transitional director.
- b. Strategic Planning – there is a date set for an onsite visit He will get more information on the day and process. [Visit date set at November 4<sup>th</sup>]. He will inform the board of updates.
- c. Events – JG asked the marketing committee to help rethink how events could be done on a smaller budget. Also, all events to be evaluated.
- c. Staffing – JG suggests
  - a. Hiring an additional ambassador to assist with cleaning and street maintenance and enhanced eyes on center.

- b. Hiring an additional part time staffer to help with data entry, public inquiries and daily admin duties.

## **VI. NOMINATING COMMITTEE**

- a. Recommended changes to Executive Officers/Committee: Jerry and Lisa Co-Chairs, Secretary Jen Bobal, Ass't Secy/Treasurer, Nat Testa. Treasurer remains Chris Francois. Past President remains Phil Cantor. VP will remain vacant.  
JS motioned to accept, Phil seconded. Unanimous approval.
- b. The Nominating Committee asked to approve Sharda to replace Jason on their committee. PC motioned to accept, Jaji seconded. Unanimous approval.
  - a. Jeff Beck asked to join the committee
  - b. Sue proposed to include Jeff on the committee as nonvoting member. Chris seconded. All approved.
- c. New Ballot presented for Board of Directors. Major change is that votes will need to be in the BID office by 3 pm day of annual meeting. Sue motioned to vote that new ballot be accepted, Lisa seconded. There was a discussion. All approved.
- d. Election of New Executive Officers  
New rules to include in event of tie breaker, board votes again. If there is a stalemate, there is a coin flip.

For Exec Board Officers, board members have to be physically present to vote at the January meeting.

For officers, Sue confirmed that the committee merely informs the candidates and asks if they accept the nomination. The committee does not vet the inclusion of candidates on the ballot for the Executive Officers.

For the board of directors, any property or business owner within the BID district can vote for the board of directors.

JS asked if we vet the candidates to be included on the ballot for the board. JG confirmed that all nominations, unless they opt out, have to be included on the ballot.

New procedure for executive officers – all approved.

- e. A number of seats will end 12/31. Sue will prepare a draft ballot for the October meeting. JG suggested that we publicize the open nominations through email blasts, JS agreed.

## **VII. OTHER COMMITTEE REPORTS**

- a. Visual improvements/ArtConnects. Jarmilla reported that ArtConnects and the mural project is successfully moving forward, with artist submissions due Sept 16. We could be ready as early as October 1 with artists starting work. Selection panel announced.
- b. Marketing. Honey reported that the committee wants to create events around the mural project and Small Business Saturday. Artists themselves could be involved in the events. Our email blasts continue to do well with a growth and a consistent open rate. Red Root, our social media contractor, is doing a great job growing our following and curating our feed. Suggested to buy 2 tablets for surveying and data collection at our events.
- c. Budget. The organization is in a good place, but we need to focus on structuring the budget for our goals in 2020. The budget committee will comprise Nat, Lisa, Jerry, Sue, and Chris. [Jaji and Phil subsequently added.]
- d. MSU – Takeover event happens Monday, Sept 16. We have 29 vendors from the downtown that will set up on the MSU campus. Jackie Apicella did a great job putting this together.
- e. Kids Biz. Brittany reported that Family Jam was a great success. Committee will focus on Halloween and Tree Lighting.
- f. Audit committee - Matt has an RFP to send out for new audit company.

**VIII. UPCOMING EVENTS**

- a. JG welcomed the board to help in upcoming events and to get the word out.

**IX. DISCUSSION**

- a. Discussion was raised about getting free parking for Small Biz Saturday and the holiday season. JG will follow up with township. Resolution will be proposed by Matt at next meeting.

**X. ADJOURNMENT - 9:15 pm.**