

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

**Montclair Center BID
Full Board Meeting
October 16 2019 – 7 p.m.– 8:30 p.m.**

Montclair Center **BID**
Wednesday, October 16, 2019 – 7 p.m.

Montclair House Grill

Board members in attendance: Jeff Beck, Jennifer Bobal, Phil Cantor, Brittany DeMaio, Chris Francois, Lisa Johnson, Sharda Ramharack, Sue Schultz, Matt Silverman, Robert Squires, Jerry Sweeney, Nat Testa

Absent: Renee Baskerville, Sean Spiller, Garth Guthrie, Nicole Silva, Honey Correira, Jarmilla Packard

Staff: Jackie Apicella, Jason Gleason, Ann Marie Sekeres

- I. **CALL TO ORDER & WELCOME** - meeting called to order at 7:07 p.m.
- II. **PUBLIC COMMENTS** – Allen Shelton, Good Success Academy, spoke about his Youth Employment Program and summer work opportunities. He mentioned reaching out to business owners to help. He has a high school restaurant course to introduce to kids. Allen’s contact is: 973-901-6356 ashelton16@aol.com
- III. **ADOPTION OF SEPTEMBER 11, 2019 MEETING MINUTES**
PC Motioned to adopt minutes as corrected. JS seconded. All approved.
- IV. **CO-CHAIRS/EXECUTIVE COMMITTEE REPORT**
 - a. Lisa gave a brief synopsis about 2012 strategic plan. Mentioned that the last survey was much longer. Longer lead time resulted in 550 respondents.
 - b. Jason sent our 2019 survey to stakeholders and general public by means of wild apricot, mail chimp and social media.
 - c. Lisa announced full board participation was necessary for the 2019 strategic plan on Monday, November 4th, from 5:30-7:30 at Montclair House Grill. JS mentioned it was critical to attend; choose the stakeholders carefully and to include them in the breakout sessions.
 - d. MS questioned the 2012 strategic plan. Lisa reported that the process resulted in more event-focused initiatives.
- V. **EXECUTIVE DIRECTOR’S REPORT**
 - a. Essex County Bloomfield Ave rollout - Essex County Department of Public Works has been awarded a safety grant of \$15 million. They gave a presentation to council regarding proposed efforts to make the Bloomfield Avenue corridor safer and traffic roll more smoothly.

Twelve intersections will be improved; new lights at Midland and Seymour Plaza with longer pedestrian walking time allowed. Numerous changes will be made to 5 corners. JG announced that he was assured by the township and county officials that the major developments along Bloomfield Avenue corridor were taken into account when phasing the project. LJ suggested the need for signage to help out neighbors affected by the construction.

- b. **Events – MSU takeover.** JG mentioned that it was a success and we are developing strategies going forward. Chris chimed in that it was a great success. The attendance was approximately 260 students, which was a 44% increase from last year. There were 11 more vendors this year. All participants said they would come back in 2020 and a small % said they wouldn't participate if there was a fee.
Art Walk – JG mentioned that rain was a challenge. We learned a few things that we can use moving forward: organize a little better, more lead time with event stop signs, more interactive map with stronger root structure as they are participating in real time. Move back to Friday.
Tour de Montclair – Very successful. Deb Kagan (Bike/Walk Montclair) initiated a petition to adopt the Safe Plan (formerly Complete Streets) into Montclair's Master Plan. Dr. Baskerville and Mayor Jackson supported the petition, #streetsafeforeveryone, at the event. PC motioned to adopt a resolution in support of the petition. *"In keeping with the long-held goals of the BID for pedestrian and bicycle safety and in keeping with the past activities of the BID on this issue, the Montclair BID supports the efforts of Bike Walk Montclair in promoting safer streets for walkers and bikers."*
NT seconded; passed unanimously.
- c. **Upcoming stakeholder's educational opportunities –** BID is starting a partnership with the adult school of MPL. They will be offering classes that are handpicked for our stakeholders on a limited basis at no charge. Cost is less than currently budgeted for such educational opportunities. Jackie reported that we are currently offering one class per month; twice per month in 2020. JG announced that the classes offered will be on such topics as marketing, social media, Excel and Quick Books.
- d. **Staffing –** The BID has hired a new ambassador, Donald Hunter.
- e. **Filming ordinance and street closures –** Since there is more filming in NJ, we've had more filming in Montclair. Currently the onus to inform business owners is on the production company. It appears there is a communication break down between the BID, the township, the production company and the businesses. Franco and Pam Dobbs suggested forming a committee to encourage the township to pass an ordinance to alleviate the problems. PC made a great suggestion that production companies should pay the BID to inform businesses.

VI. NEW BUSINESS: COMMITTEE AND WORKING GROUP REPORTS

- a. Visual Improvements – JB reported that the artCONNECTs project is moving along as planned. Four artists have been contracted to paint murals in four different locations in Montclair Center.
Holiday - JG reported a holiday storefront decorating contest will be happening to encourage businesses to decorate and light up their storefronts. Ambassadors will begin putting up holiday décor first week of November. Neil Grabowsky will allow us to use their zipline for \$500 for stringing snowflakes. JS mentioned tree beds have fallen into disrepair again. We are budgeting to spend ~\$30,000 for holiday décor in 2020.
- b. Nominations Committee – Sue read the names that are being vetted for November ballot. Richard Polton has resigned, Arlene Carrini has resigned. The ballot closes on October 29th. At our November board meeting we will be accepting nominations for the Executive Committee.
- c. Marketing and programming – JG reported for Honey. Announced the proposed 2020 event schedule.
- d. Budget Committee – Chris announced that we should have a proposed budget for November meeting.
- e. Kids Biz – Brittany reported that not much has changed. Halloween and Tree lighting events are family-focused.
- f. Parking Committee – MS reported that there was a resolution in our meeting packet from the BID to encourage Township to approve free meter parking for the holidays, but this morning Brian Scantlebury wrote that council acted on a resolution and voted immediately that two free hours would be granted from Nov 29th to Dec 25th and will be displayed on all parking meters. He also recommended that it be displayed on ribbons. JS suggested to change the resolution to thank them. JS moves to modify Matt’s resolution to thank township for approving free two-hour holiday parking from November 29 to December 25.

**[MONTCLAIR CENTER BID
RESOLUTION REGARDING FREE METER PARKING DURING THE 2019 HOLIDAY
SHOPPING PERIOD
Date: 10/16/2019**

WHEREAS, the Montclair Center BID Board of Directors wishes to encourage retail activity and foster good will during the holiday shopping season and encourage holiday shopping within Montclair Center, now therefore;

BE IT RESOLVED that the Montclair Center BID thanks the Township Council and the Township Manager for implementing a free parking period that will allow 2 hours of free parking at metered spaces within the Montclair Center area from Saturday, November 30, 2019, (Small Business Saturday) through and including Thursday, December 26, 2019.

During this period, The Montclair Center BID will be responsible for attaching signage to each parking meter, (design/content to be approved by the Township Manager), to notify motorists of this initiative. The public should also be made aware that parking beyond this two-hour period will subject the vehicle to a violation notice as maximum parking time limits will still be strictly enforced]
PC seconded; Unanimously approved.

VII. UPCOMING EVENTS

- a. Small Business Saturday – Saturday November 30
- b. Tree Lighting – Friday December 6

VIII. OPEN DISCUSSION - NA

IX. ADJOURNMENT - 9:19