

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID Full Board Meeting

Wednesday, November 11, 2019 – 7 pm

Montclair House Grill, 2nd Floor

Board Members in attendance: **Jennifer Bobal, Jeff Beck, Jaji Packard, Sharda Ramharack, Brittany DeMaio, Honey Correia, Sue Schultz, Nat Testa, Phil Cantor, Chris Francois, Lisa Johnson, Jerry Sweeney**

Absent: **Renee Baskerville, Sean Spiller, Garth Guthrie, Nicole Silva, Matt Silverman, Robert Squires.**

Staff: **Jason Gleason, Ann Marie Sekeres, Pauline Heaney**
Charisma, Express Pros, meeting minutes

I. CALL TO ORDER AND WELCOME

Gerald Sweeney called the meeting to order at 7:20 pm.

Introductions

Ashley Cyrus, Realtor in town, Candidate for Property Owner

Jose Barreiro, Candidate for Resident

Lisa Ingersoll, Marketing Director at Montclair Film, Candidate for Non-Profit.

II. PUBLIC COMMENTS

None

III. ADOPTION OF THE OCTOBER 16, 2019 MEETING MINUTES

Chris Francois moved to adopt the minutes. Jaji Packard seconded.

Motion passed unanimously.

IV. CO-CHAIRS/EXECUTIVE COMMITTEE REPORT

Gerald Sweeney reported that the committee had met with Joshua Bloom from the CLUE group. Data for the survey had been collected and a detailed report should be available next month. He also mentioned that the Board's Annual Meeting will take place December 11, and that the election of the new 2020 board was moving forward. He then spoke about the various committees, and how important it was for everyone to consider serving on them.

V. EXECUTIVE DIRECTOR'S REPORT

Jason Gleason spoke about the numerous package promotions being created, including commissioning our own unique art for Small Business Saturday, and Tree Lighting. Focused social media posts for these events, that also included boosting posts on Facebook and a full-

page advertisement in the *Montclair Local*. He spoke about the incentives being created for Small Business Saturday's Scavenger Hunt, (eight gift cards for winners of most animal pictures found), and that things were being put into place for the Tree Lighting event.

Jason Gleason briefly spoke about the visual improvements for the holidays, including the holiday window display contest, and the 40 mini Christmas trees installed throughout the district in the large planters. It is hoped that businesses will adopt a tree and use as a branding initiative to promote their business.

He then highlighted the holiday parking incentives:

- Free 2-hour holiday parking from November 29 – December 26, which includes Black Friday and Small Business Saturday, at all meters and parking lots (not the parking garages).
- Banners advertising this to be posted on every third pole on Bloomfield Avenue.
- Holiday designed 'gift' tags will be tied to every parking meter.

Jason then mentioned how the office was taking a serious approach to data entry in regard to the ongoing lighting issues and sidewalk conditions.

Finally, Jason Gleason spoke of the business educational programs that are being developed in partnership with the Montclair Public Library, who are allowing us to tailor programs specifically to our business owner's needs.

V. COMMITTEE AND WORKING GROUP REPORTS

Budget Committee

Treasurer, Chris Francois presented the proposed 2020 budget, explaining the 11% increase as follows:

- Personnel - 26% increase over 2019.
 - Included two new hires, essential for operational needs, which included an additional ambassador and an office administrator.
- Insurance premiums increase, partly due to larger capacity at events
- Accounting services to reflect actual cost.
- Copying and printing due to increased printing done inside and outside of the office.
- Decreases to the budget included lower legal fees, strategic online and website upgrades, in addition to receiving another Main Street Improvement grant for artCONNECTS, and affiliate events. Together with working on capital improvements, and an updated business model, the goal is to do more and spend less.

Chris Francois moved to approve the 2020 budget as is. Jeff Beck seconded. 10 in favor, 1 abstention.

Nomination Committee

Sue Schultz presented the final ballot for election of the 2020 board. According to her, the largest change this year is that ballots are due to the BID office December 11, 2019 by 3pm, the day of the annual meeting. The ballot, budget and letter have been mailed out

Honey Correia asked why she is not on the ballot as a 3-year term business owner. It was explained that you have to be nominated.

**Honey Correia moved to approve the ballot as is. Chris Francois seconded.
Motion passed unanimously.**

Visual Improvements

Jennifer Bobal spoke about the murals going up around the town. She said artCONNECTS has planned a “meet the artist” event on November 21, at the Clubhouse on Glenridge Avenue.

Honey Correia asked if we plan to replace the murals with new artwork every year. Jason Gleason explained that the current murals will remain in place for approximately five years.

Marketing and Programming

Honey Correia presented the new 2020 calendar. She explained how the Center Stage Concert events had been condensed slightly to improve the quality of performances.

Phil Cantor mentioned that despite the condensed concert schedule we still have 19 events on the calendar (not including three affiliated events) which is very impressive.

**Honey Correia moved that the calendar be approved. Brittany DeMaio seconded.
Motion passed unanimously.**

VII UPCOMING EVENTS

Small Business Saturday-November 23

Tree Lighting-December 6

Discussed previously in the meeting.

VIII OLD BUSINESS

Gerald Sweeney discussed the adoption of the bike walk and parking resolution.

Jason Gleason stated that he wanted to re-engage the parking committee. Discussion included clearer signage, posting parking information on relevant websites, valet parking for restaurants on Saturday nights, urging employees not to park outside of their respective businesses, and a shuttle service.

Gerald Sweeney: Resolution regarding parking:

WHEREAS, the Montclair Center BID Board of Directors recognizes the importance and value of parking to the economic viability of Montclair Center retailers and other businesses and the importance of the holiday shopping season to such businesses and numerous retailers and others have expressed concern that this holiday season is particularly problematic; and

WHEREAS, the Board of Directors made and submitted earlier this year recommendations of its Parking Working Group to the Township to improve parking;

NOW, THEREFORE;

BE IT RESOLVED that the Montclair Center BID directs that the Parking Working Group and the Executive Director promptly: 1) re-engage the Township with respect to those parking recommendations; 2) develop, in conjunction with the Township, a press release to alert shoppers to the availability and location of parking to minimize potential patron concerns; and 3) communicate with employers in the Montclair Center to encourage them to arrange for remote employee parking to ensure maximum availability of close parking for patrons.

**Gerald Sweeney moved to approve the parking resolution. Lisa Johnson seconded.
Motion passed unanimously.**

IX. OPEN DISCUSSION

None

X. ADJOURNMENT

Jaji Packard moved to adjourn the meeting. Phil Cantor seconded.
Motion passed unanimously. Meeting adjourned at 9:17 pm.

NEXT MEETING

December 11, 2019 • 7 pm

Montclair House Grill