

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

**Montclair Center BID
Annual Meeting
December 11, 2019 – 7 p.m.
Montclair House Grill, 2nd Floor**

Board members in attendance: **Jeff Beck, Jennifer Bobal, Phil Cantor, Chris Francois, Garth Guthrie, Lisa Johnson, Jamilla Packard, Sharda Ramharack, Sue Schultz, Matt Silverman, Robert Squires, Sean Spiller, Gerald Sweeney, Nat Testa,**
Absent: **Renee Baskerville, Honey Correia, Brittany DeMaio, Nicole Silva**
Staff: Jason Gleason, Jacqueline Apicella, Pauline Heaney

I. CALL TO ORDER & WELCOME

Gerald Sweeney called the meeting to order at 7:15pm.

Welcomed guests:

Lisa Ingersoll, candidate for the non-profit board seat
Jose Barreiro, candidate for the resident board seat
Richard Cronk, candidate for the property owner board seat
Hipolito Pollantis, candidate for the at-large board seat
Stakeholders: Sean Killian, Luther Flurry, Glenn Hersch, Luisa Ortiz,
Ulysses De La Torre, Paul Giordano

II. PUBLIC COMMENTS

- None

III. 2019 YEAR IN REVIEW

Lisa Johnson commented on event highlights of the 2019 year.

- Many very successful events, including Art Walk, Ladies Night, Summer Sidewalk Sale, Shop Small Saturday, festivals, and numerous partnerships.
- Four murals are 90% completed as part of the ArtConnects project.
- Former executive director Jennifer Brown implemented control systems, and brought the organization of the office up to date.
- Interim executive director Jason Gleason has implemented strategic planning initiative, and set things up for 2020.

Lisa Johnson also thanked all committees for their hard work this year and encouraged people to sign up for a committee again next year.

Gerald Sweeney commented that despite the management staffing disruptions everyone stepped-up to accomplish what was needed. The organization kept up momentum due to Jason Gleason's leadership.

- Data has been gathered for the strategic plan. Now work can begin on new initiatives, such as retention and education.
- BID involved in a variety of things. It relies not just on staff and ambassadors, but board and committee members also.

Matt Silverman noted that while the makeup of the executive board has changed everyone has done a good job of stepping up. It was a real advantage to get Jason Gleason, who is very familiar with the organization and stakeholders.

IV. TREASURER'S REPORT

- 2020 Budget

Chris Francois reported that the budget is looking very bright. The shortfalls from certain budget lines have been addressed for this coming year. The 2020 budget better reflects the needs of the organization, including:

- Increased digital solutions
- \$25,000 grant to further facilitate the ArtsConnects project
- Healthy capital reserve
- Additional service by BID accountant Tesha Kelley has streamlined the budget process.

Gerald Sweeney explained how the organization had relied on unpaid volunteers and part-time staff, therefore expressed the importance and need for a full-time office staff member, and an additional ambassador.

Chris Francois moved to ratify the 2020 budget. Phil Cantor seconded. 11 in favor, 0 opposed, 2 abstentions.

V. BOARD OF DIRECTORS – ELECTION RESULTS FOR OPEN SEATS

- 2020 Board Voting Results

Sue Schultz, Chair of the Nominating Committee, reported on election results. 88 ballots were received in total.

Property owners: 3-year term

Richard Cronk

Nat Testa

Ashley Twyman-Cyrus

Business Owners: 3-year term

Jeff Beck

Jen Bobal

Phil Cantor

Rebecca Doyle

Chris Francois

Resident: 1-year term

Jose Barreiro

At-Large: 1-year term

Honey Correia

Brittany DeMaio

Matt Silverman

Non-Profit: 1-year term
Lisa Ingersoll

Gerald Sweeney asked Sue Schultz if she was confident and could certify that all of the election results were tallied correctly. Sue Schultz acknowledged that they were.

Sue Schultz moved that election results be accepted. Jaji Packard seconded. Motion passed unanimously.

VI. COMMITTEE & WORKING GROUP SIGN-UPS

Jason Gleason gave succinct descriptions regarding the scope of each committee. He encouraged everyone to consider sitting on a committee and would like to see them in place by the end of January.

- Board members must serve and be active on at least one committee.
- Stakeholders are invited to sit on any committee, except the Executive Committee and Nominating Committee which are nominated and appointed respectively by the board in January.
- Most committees meet monthly.
- The board has added the Property Owner and Real Estate Committee with a focus to add more of a voice for commercial landlords.

VII. EVENTS

- Meet & Greet, January 23rd at Cinema505 (Montclair Film)
A great opportunity for business and property owners to network.

VIII. 2020 VISION

Jason Gleason reported that he felt it a privilege to work in Montclair. He said everyone is connected to the great work taking place and the strong bonds formed in the community.

- New initiatives include place making, more public art, new planting and greenings, new events including the Wellness Event in the spring, and Rock & Shop in December.
- Octoberfest to be reinstated and Center Stage to be re-envisioned. Greater association with the Wellmont, Jazz House Kids, local recording studios, Magic Door, and Cool Cat Music Company.
- Strengthening partnerships, for example, Montclair Public Library.
- Grant and sponsorship goal to double from \$30,000 in 2019 to \$60,000 for 2020.
- Renewed emphasis on committees.
- Leaner, meaner and greener practices, including better use of digital technology, new marketing efforts, stakeholder education classes.
- Strategic plan: working on results and data with Main Street NJ.
- A focus on both day and nighttime strategies for a larger influx of people into the downtown area.
- Maybe work on helping property owners subdivide commercial space to encourage retail stores to occupy smaller, less expensive premises.

Lisa Johnson mentioned a focus for a safer and greener downtown. Gerald Sweeney spoke regarding the national trend toward online commerce, so we must adjust the retail experience to be more social, local and community oriented.

IX. 2020 PROGRAMMING & EVENTS CALENDAR

Jason Gleason reported that there are many events planned for 2020, including:

- Four festivals and six concerts
- Two meet and greets
- Three retail events
- Numerous partnership events

X. OPEN DISCUSSION

Jaji Packard announced the winners of the Visual Improvement Committees holiday window competition:

- Fresco da Franco, overall winner
- Blu Lotus, brightest
- Cool Cats Music Company, most creative
- Montclair Film working with the Human Needs Food Pantry, best teamwork.

She said, with more than 100 entries, judging was not an easy decision. She encouraged everyone to walk around and see the wonderful displays.

Jason Gleason, Jaji Packard, Jeff Beck and Lisa Johnson talked about the mural project. The four murals are located at:

- 150 Bloomfield Avenue – artist, Chady Abousleiman
- 420 Bloomfield Avenue – artist, Amol Saraf
- 219 Glenridge Avenue – artist, Holly Rader
- 50 Church Street – artist, Jhonattan Arango (Community mural)

XI. ADJOURNMENT

Lisa Johnson moved to adjourn the meeting. Matt Silverman seconded. Motion passed unanimously. Meeting adjourned at 8:15 pm.

NEXT MEETING:
January 15, 2020 • 7 pm
Montclair House Grill