

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID - Full Board Meeting
January 15, 2020 – 7 p.m. – 9 p.m.
Montclair House Grill, 12 Church Street, 2nd Floor

Board members in attendance: Jose Barreiro, Jeff Beck, Jennifer Bobal, Phil Cantor, Ashley Cyrus, Rebecca Doyle, Lisa Ingersoll, Lisa Johnson, Jaji Packard, Sharda Ramharack, Sue Schultz, Matt Silverman, Robert Squires, Nat Testa

Absent: Renee Baskerville, Honey Correia, Richard Cronk, Brittany DeMaio, Chris Francois, Nicole Silva, Sean Spiller

Staff: Jason Gleason, Pauline Heaney

I. CALL TO ORDER & WELCOME

Lisa Johnson called the meeting to order at 7:10 p.m.

- Welcomed Dominick Sansavero, representative for Richard Cronk.

II. PUBLIC COMMENTS

- None

III. ADOPTION OF NOVEMBER & DECEMBER MINUTES

Jaji Packard moved to approve both November and December minutes.
Jeff Beck seconded. Motion passed unanimously.

IV. 2020 OFFICERS VOTE

Sharda Ramharack presented the results of the vote from the nominating committee. The executive officers for 2020 are as follows:

President, Lisa Johnson
Vice President, Phil Cantor
Secretary, Sue Schultz
Treasurer, Jennifer Bobal
Assistant Secretary/Treasurer, Jaji Packard

Sharda Ramharack moved to approve the slate as presented.
Matt Silverman seconded. Motion passed unanimously.

V. EXECUTIVE COMMITTEE REPORT

Lisa Johnson presented the Transformation Strategies report conducted by Josh Bloom for The National Main Street Center. Key points included:

- Demographic used was a five-minute drive area from downtown Montclair
- Area comprised of mostly trend setter and urban chic demographic
- High household medium income
- Good diversity
- Area is a dining capital and theatre magnet
- High spending potential index

Discussion took place regarding how relevant the data was and how it was obtained for the report. Jason Gleason reported that while much of the package contains ESRI data, compiled by census figures, national/regional trends, credit card companies, and banks, the BID had distributed a questionnaire to stakeholders, which garnered more than 500 responses, of which 76% were district members, so the data is pretty accurate.

Lisa Johnson mentioned that the key strategies to come out of the report are:

- Destination dining center and entertainment
- Amenities for downtown residents

A third strategy regarding breaking the area into subdistricts is probably not going to be adopted at this time.

Discussion then took place regarding the MC Hotel, its occupancy, and what demographic is staying at the hotel. Jason Gleason mentioned he had met with Emily Wittmann, the MC Hotel's director of lifestyle, regarding connecting with the concierge and getting some sort of directory/'things to do' listing into the rooms or on the hotel's TV channel. It was mentioned that the hotel utilizes local artists, musicians and beer which was a bonus to the town.

Discussion continued regarding placemaking initiatives, co-working spaces, walking paths and how YouTube influencers and popular cable network channel shows bring credibility to the Montclair area as a "place to be."

It was stated that Josh Bloom will give a follow-up webinar to the board in February.

Matt Silverman made a motion that the Montclair Center BID adopt and formalize the first two strategies; destination dining center and entertainment, and amenities for downtown residents, and that it continues to develop strategic actions to make a more cohesive plan to support these efforts as outlined in Transformation Strategies.

Jaji Packard seconded. Motion passed unanimously.

Lastly, Lisa Johnson presented the new board meeting schedule, which proposes meeting eight or nine times in 2020. The executive committee will continue to meet even on those months without a full board meeting. The new focus is to put more emphasis on the work of the committees.

Jeff Beck moved to approve the schedule as presented.

Jose Barreiro seconded. Motion passed unanimously.

VI. EXECUTIVE DIRECTOR'S REPORT

With respect to the downtown safety and lighting issues, Jason Gleason stated that on completion of the BID's lighting survey it was determined that 36% of the lights in the district were not working. He sent a scathing letter to David Daley at PSE&G, which resulted in repair crews being sent to address the problem, including an underground electrical issue. As of this meeting 75% of the lights that were out are now restored to working order.

Jason Gleason then discussed how a very detailed survey on sidewalks and street crossing conditions was conducted by the BID. Talks are now underway between the township and the county to determine who is actually responsible for which sidewalk, and what is, or is not, covered.

Jason Gleason then spoke regarding the Business Educational Program, highlighting that three classes for business owners are being offered in partnership with the Montclair Public Library|Adult School, with more to be expanded at a later date.

Jason Gleason then presented the BID's 2020 events calendar, asking that board members please participate, either as vendors, volunteers or just to spread the word about each event.

VII. COMMITTEES

Jason Gleason gave a brief overview regarding the responsibility and importance of board members joining a committee. As mentioned, there will be a strong emphasis on committee work going forward. He said once the committees are formed, a chair and vice chair should be appointed, and an initial meeting conducted to formalize their specific agenda for the year. He reiterated that most committees are open to any BID stakeholder, not just board members, so they should seek out individuals with expertise in that area.

VIII. NEW BUSINESS

Lisa Johnson and Jaji Packard are looking to conduct a board assessment. Using resources from BoardSource.org, a survey will be sent out to board members for a self-evaluation. The assessment will measure the board's effectiveness and address any areas of weakness. It will measure the board's understanding of its role and responsibilities and its understanding of the budget.

IX. OLD BUSINESS

In regard to the holiday recap, Lisa Johnson reported that overall it was a good holiday season.

X. UPCOMING EVENTS

- **Meet & Greet** – January 23 • 6:30 p.m. @ Studio 505 (Montclair Film)
An informal meeting where business and property owners can interact and network. A video produced for the mural project will be debuted at the meeting, which will then subsequently be aired on social media for promotional purposes.
- **Love Yourself Montclair** – March 21 • 11 a.m. to 4 p.m. @ The Wellmont
An event for everything health, beauty and fitness related, with space for 55-60 vendors. On stage demonstrations by local businesses to include Studio Air, Taekwon do, Bike&Walk/Pedal Montclair. As outlined by the Transformation Strategies report, the wellness industry is very large in Montclair and growing exponentially. Feedback from the industry regarding this event has already been very positive.

XI. OPEN DISCUSSION

Matt Silverman mentioned that he and Jason Gleason had met with Emanuel Germano, superintendent of parking at Montclair Township, regarding parking issues. Points included:

- How many employees actually drive to work in Montclair?
- What exactly is the need, availability during the day?
- Parking ticket increase, app use and sunset clause.

Jason Gleason remarked that he is already in talks with the township regarding utilizing the senior bus to include EZ Ride for an extended route with more drop-off points.

XII. ADJOURNMENT

Matt Silverman moved to adjourn the meeting. Ashley Cyrus seconded. Motion passed unanimously. Meeting adjourned at 8:56 p.m.

NEXT MEETING:

**March 11, 2020 • 7 p.m.
Montclair House Grill**