

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID - Full Board Meeting
Oct. 14, 2020 – 7 p.m. – 8:45 p.m.
Zoom

Board members in attendance: Jose Barreiro, Jeff Beck, David Cummings, Ashley Cyrus, Rebecca Doyle, Carley Graham Garcia, Lisa Ingersoll, Jaji Packard, Alescia Peyton, Hipolito Pollantis, Sharda Ramharack, Sue Schultz, Matt Silverman, Nat Testa

Absent: Jennifer Bobal, Richard Cronk, Brittany DeMaio, Lisa Johnson, Lori Price Abrams, Robert Squires, Kathryn Waggener McGuire

Staff: Jason Gleason, Pauline Heaney

I. CALL TO ORDER & WELCOME

Matt Silverman called the meeting to order at 7:05 p.m.

II. PUBLIC COMMENTS

None

III. ADOPTION OF SEPTEMBER MINUTES

Jaji Packard moved to approve the September minutes.

Jose Barreiro seconded. Motion passed unanimously.

IV. EXECUTIVE DIRECTOR'S REPORT

a. New Office Lease

The BID has been in its current space for 15 years. It has served very well, but after several years without an increase, the rent is going to increase substantially. After exploring several options, we are currently in negotiations for the 26 Lackawanna Plaza space. At 1450 sq ft. it is more than double the size of our current space for only slightly more cost than the increased rent would be.

An emergency meeting was held on October 7, 2020 to vote on submitting the grant application to Main Street NJ. We are the first Main Street member to submit our grant. With more than 100 pages to complete and submit, it is a long and very involved process. However, now that we have registered with the System for Award Management (SAM) we have access to other Federal grants as they become available. We should know soon if our grant application has been successful.

V. EXECUTIVE COMMITTEE REPORT

a. Strategic Planning

The cost of securing a new strategic plan will be included in the grant application. Four strategic planning consultants recommended by IDA and Main Street were initially considered. We are looking for a plan that will create a mission and vision statement relative to where we are today. One that will address short, mid- and long-term initiatives.

The executive committee met and vetted the four company proposals, settling on PUMA. Based in Denver, CO, it is highly recommended by IDA and the executive committee felt it best suited our needs, offering a unique perspective with executives who were former BID directors. The company submitted a comprehensive sample report it had completed for Newark, NJ which was of superior quality. The plan also features an extensive COVID recovery component.

Implementation of this strategic plan will be critical. An internal and external assessment will be needed, with round table conversations to create goals and objectives. A working group/strategic planning committee will be formed to coordinate this.

Jaji Packard moved to authorize Lisa Johnson and Jason Gleason to engage PUMA for strategic planning work, with cost not to exceed \$50,000. Jeff Beck seconded. Motion passed unanimously.

VI. TREASURER'S REPORT

a. 2021 Proposed Budget

Jaji Packard presented the 2021 proposed budget, thanking the committee for their work on this. The committee decided that in light of current circumstances there would be NO increase in the assessment for 2021. Jaji Packard went through the budget line by line, highlighting:

- A large increase in the Marketing line, due to our need to ramp up our marketing efforts with Red Root and increased digital media.
- Continuing education increased to better support the education of our businesses.
- Events & programming line decreased due to COVID; we may not be able to produce large-scale events until May or June next year.
- The rent increase under office expenses.
- Capital reserve balance.

The board will vote on the approval of the budget at the November meeting.

VII. COMMITTEE REPORTS

a. Nominations Committee – Nat Testa

i. 2020 Ballot

Nat Testa presented the proposed ballot. Once approved, it must be mailed to our 800+ stakeholders at least 21 days prior to the December board meeting. All completed ballots must be submitted to the BID by 3 p.m., December 9.

Nat Testa moved to approve the 2020 Ballot as presented. Ashley Cyrus seconded. Motion passed unanimously.

Nat Testa further reported that Jennifer Bobal has requested a six-month leave from her board obligations. It was noted that she is a tremendous asset to the board, and has been instrumental on many committees.

Nat Testa moved to give Jennifer Bobal a six-month grace period from fulfilling her obligations to the board. Jose Barriero seconded. Motion passed unanimously.

b. Visual Improvements Committee – Jaji Packard

- Holiday decorations are going up earlier than usual. Unfortunately, our holiday decoration vendor G&G is experiencing supply chain problems and wasn't able to provide all the products we had requested. However, the district will still look beautiful.
- Still waiting to see what the Township is doing regarding a Tree Lighting. It's likely not to be a full event, rather a small ceremony and maybe a tie-in to the township *Love Our Montclair* initiative.

VIII. NEW BUSINESS

The holiday marketing campaign will shortly be ready to go. SEO digital and print ads, and a holiday gift guide to be published in *NJMonthly*. The theme, which will also be displayed on the districts' pole banners, is shopping hyper-local and features portraits of local business owners. What sets Montclair apart is our great business owners, and Chris Francois has done an amazing job in photographing many of them for the campaign. The initiative was so hugely popular amongst local business owners, that slots for the photography sessions filled up immediately. Further campaigns featuring property owners, and our third- and fourth-ward council members is being considered. Asking Armando Diaz, a local photographer renowned for capturing people on the street, to photograph local faces of Montclair is also another possibility, making further connections with our community.

The BID will also use animal-themed Shop Small Saturday images, which were highly popular in last year's campaign. All these visual initiatives, together with a tree or window decorating contest, are geared to attract consumers to the district for holiday shopping.

IX. OLD BUSINESS

None

X. OPEN DISCUSSION – New Ideas, Comments, Questions

Jason Gleason welcomed Alescia Peyton and Hipolito Pollantis to the board; we are all looking forward to working with you both.

As part of the CARES Act, the SBA will be releasing another grant application for perhaps as much as \$25,000. More information will be circulated once it is released.

XI. ADJOURNMENT

Sue Schultz moved to adjourn the meeting. Nat Testa seconded.
Motion passed unanimously. Meeting adjourned at 8:28 p.m.

NEXT MEETING:

November 11 • 7 p.m.

Zoom