

# MONTCLAIR CENTER BID

## GREAT AMERICAN MAIN STREET AWARD WINNER 2015

### Montclair Center BID - Full Board Meeting

Nov. 11, 2020 – 7 p.m. – 8:45 p.m.

Zoom

Board members in attendance: Jose Barreiro, Jeff Beck, Richard Cronk, David Cummings, Ashley Cyrus, Rebecca Doyle, Carley Graham Garcia, Lisa Johnson, Jaji Packard, Alescia Peyton, Lori Price Abrams, Sharda Ramharack, Sue Schultz, Matt Silverman, Robert Squires, Nat Testa, Kathryn Waggener McGuire  
Absent: Jennifer Bobal, Brittany DeMaio, Lisa Ingersoll, Hipolito Pollantis  
Staff: Jason Gleason, Pauline Heaney

#### I. CALL TO ORDER & WELCOME

Lisa Johnson called the meeting to order at 7:02 p.m.

She recognized that today is Veteran's Day, thanking those who have served, and those who are currently serving our country.

##### a. New Board Candidates Introductions

- Celestina Ando, owner of Celestina Ando Photography, LLC for more than three years. She is active in the community, including being on the board of S.A.V.E. for Essex County, and a volunteer at Toni's Kitchen.
- Roger Mazzeo, owner of To Be Pilates for four years, and Benvenuti for four months. He and his family are Montclair residents, and heavily involved with the Montclair Public School district where his children attend.
- Petia Morozov, founder and executive director of DesignShed, with the signature program Design Week. She is invested in Montclair and values the importance of placemaking. Also helped pivot Montclair during the early days of COVID with Montclair Monday programming.
- David Placek, managing partner of BDP Holdings, LLC. He has been a resident of Montclair for seven years and serves on many non-profit boards. He invests locally in properties in Montclair.

#### II. PUBLIC COMMENTS

Lyle Landon, and Ben Rich, co-chairs of the Montclair Environmental Commission

- Lyle Landon spoke regarding the plastic bag ban, which prohibits single-use plastic bags commencing in May 2022. We have an 18-month ramp-up for a smooth transition, helping people to consider using other products. The town council may help with sourcing, with the BID providing communication and offering other solutions.
- Co-chair Ben Rich mentioned the Township recently entered into a contract for the Sustainable Essex Alliance Renewable Government Energy Aggregation program. Township residents have the opportunity to save money on their electric bills while using more renewable energy content.

- More information can be found at [https://www.montclairnjusa.org/news/headlines/attention\\_p\\_s\\_e\\_g\\_customers](https://www.montclairnjusa.org/news/headlines/attention_p_s_e_g_customers)  
Also in development are energy-charging stations to be located at the Township for hybrid vehicles.

### III. ADOPTION OF OCTOBER MINUTES

**Jaji Packard moved to approve the October minutes.**

**Jeff Beck seconded. Motion passed unanimously, with Lori Price Abrams abstaining.**

### IV. EXECUTIVE DIRECTOR'S REPORT

#### a. New Office

The lease on 26 Lackawanna Plaza is finalized and signed. The BID will be moving on November 30. The new larger office space presents many opportunities, including holding education courses in partnership with the Montclair Public Library, once COVID restrictions are lifted.

#### b. Small Business Saturday

November 28, Small Business Saturday, will not be as large an event as usual. However, we will still have a tent on Church Street. Montclair Orchestra is sending a brass band ensemble, and we will be giving out free single-use parking passes, with proof of purchase, to encourage shoppers to return to the district on another day. Unfortunately, American Express has not provided as much promotional collateral as in previous years.

#### c. Holiday Decorations

Most decorations are already installed. There were problems purchasing new decorations due to supply-chain issues caused by the pandemic. The BID's new portrait banner campaign is a huge hit, so we will be doing another round of portraits. Some storefronts have already decorated their windows for the holidays.

#### d. Diversity, Inclusion, and Equity Resolution

The executive committee is working to put together a Diversity, Inclusion, and Equity Resolution for the board. We are encouraging our businesses to stand up and be proud of our diverse community. We are looking to provide diversity training for businesses and staff, with window decals for those trained designating 'all welcome here.'

### V. TREASURERS REPORT

#### a. 2021 Budget Approval

Jaji Packard thanked the nine budget committee members who made the process so easy. There was no further discussion of any item on the budget.

**Sue Schultz moved to approve the 2021 budget as presented.**

**Rebecca Doyle seconded. Motion passed unanimously.**

## VI. EXECUTIVE COMMITTEE REPORT

Strategic Plan – Welcome P.U.M.A. (Progressive Urban Management Associates)

The executive committee is creating a strategic planning committee to help work with P.U.M.A. Currently the committee, which will be meeting regularly, consists of the executive board, Jeff Beck, Lisa Ingersoll, Ashely Cyrus and Jose Barreiro, but other board members are invited to join the committee.

## VII. NEW BUSINESS

### a. P.U.M.A. Initial Presentation & Board Discussion

P.U.M.A. has worked all over the country, serving more than 80 BIDs in 37 states. In January P.U.M.A. completed a comprehensive business plan for Newark, and recently conducted a virtual tour of Montclair with the executive committee.

- Brad Segal, P.U.M.A. president, has been involved in downtown management and development for more than 30 years, including serving for several years as a senior director of the Downtown Denver Partnership.
- J.J. Folsom, vice president, has 25 years of experience in downtown planning mostly in the west and mid-west. Serving as project manager, he is a physical, urban design planner.
- Andrea Buglione, associate, has been with P.U.M.A. for five years and will be compiling all the stakeholder data, inputting internal audits and case studies.

Brad said that at the completion of the study the BID will be equipped to meet the challenges of our district for the next 5-7 years. P.U.M.A. will be tracking trends, demographics, and helping to create pandemic recovery strategies.

The process of the strategic plan will require a lot of interactions: speaking with all board members and key constituents; conducting online surveys to determine consumer perceptions; reviewing the BID's bylaws, minutes, and staff roles so we are all aligned.

Brad then asked each person present on the zoom call to give a brief overview regarding their connection to the BID and what they would like to see P.U.M.A. achieve for the district.

### b. Essex-Hudson Greenway Support Resolution

A linear park spanning 8.6 miles from Bay street station in Montclair to Jersey City, running through Essex and Hudson county. Bike walk and Open Streets Montclair are asking help from local organizations to make a resolution to support this initiative.

## **RESOLUTION OF SUPPORT FOR THE ESSEX HUDSON GREENWAY**

**WHEREAS**, the Old Boonton Right-of-Way which averages 100' in width passes through portions of 2 counties and 8 municipalities, including Montclair and will connect users to a myriad of schools, businesses, transit stations, and facilities providing a safe corridor of travel for students and commuters alike; the proposed Essex-Hudson Greenway (“Greenway”) will provide new recreational and alternative transportation opportunities for residents of the towns within the Greenway, as well as the surrounding communities throughout the counties; and

**WHEREAS**, the project will provide Township residents, employees and visitors with safe bicycle connections to the communities, parks, colleges, commerce and other destinations along the route; increase property values; ease local congestion on roads; provide a close-to-home, inexpensive venue for regular outdoor exercise; and

**WHEREAS**, the Open Space Institute Land Trust, Inc., a regional charity active in the development of parks and rail trails, has entered into a Purchase and Sale Agreement with Norfolk Southern Railway Company; owners, to acquire the 8.63-mile rail right-of-way of the former New York & Greenwood Lake Railroad beginning at the point of abandonment in Montclair Township at Mile Post WD 11.6 (near Station 600+46), and lying within the municipalities of Montclair Township, Glen Ridge Borough, Bloomfield Township, Belleville Township, and the City of Newark in Essex County and the Town of Kearny, The Town of Secaucus to the point of abandonment in the City of Jersey City in Hudson County at Mile Post WD 2.9 (near Station 255 + 61) (hereinafter referred to as the “Old Boonton Right of Way”); and

**WHEREAS**, the design and construction of the Essex-Hudson Greenway will incorporate stormwater mitigation measures and ‘green’ infrastructure designed to mitigate stormwater flooding and Combined Sewer Outfall (CSO) overflows in the communities where such Greenway will be located; and

**NOW, THEREFORE, BE IT RESOLVED**, the Township of Montclair formally supports the Essex Hudson Greenway project through this act of resolution; and

**BE IT FURTHER RESOLVED** the Council of Montclair applauds the reuse of the Old Boonton Right of Way for the purpose of conservation and recreation and to enable the establishment and construction of a multi-use trail along the right-of-way to be known as the Essex-Hudson Greenway.

**Lisa Johnson moved to accept the resolution as presented. Jaji Packard seconded. Motion passed unanimously.**

**VIII. OLD BUSINESS**

a. MSNJ COVID Recovery Grant Update

The BID has officially been awarded the grant for \$100,000.

b. 2020 BID Ballot

We are looking forward to the new board's full participation in January. All eligible members are encouraged to vote, and all nominees are free to campaign.

**IX. OPEN DISCUSSION – New Ideas, Comments, Questions**

The annual meeting is next month and all stakeholders are encouraged to attend.

There may be special guest appearances, including mayor Spiller. The results of the 2020 board vote will be announced.

**X. ADJOURNMENT**

**Jeff Beck moved to adjourn the meeting. Jose Barriero seconded.**

**Motion passed unanimously. Meeting adjourned at 8:37 p.m.**

**NEXT MEETING:**

**December 9 • 7 p.m.**

**Zoom**