

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

**Montclair Center BID - Full Board Meeting
October 13, 2021 - 7:00 p.m. - 8:45 p.m.
BID Office, 26 Lackawanna Plaza or Zoom**

Board members in attendance: Celestina Ando, David Cummings, Ashley Cyrus, Lisa Johnson, Roger Mazzeo, Jill Montague, Jaji Packard, David Placek, Lori Price Abrams, Elizabeth Rich, Sue Schultz, Matt Silverman, Nat Testa
Absent: Jose Barreiro, Richard Cronk, Jeff Beck, Alescia Peyton, Hipolito Pollantis, Robert Squires
Staff: Jason Gleason, Pauline Heaney
Guests: Marie Cottrell, Peter Yacobellis

I. CALL TO ORDER & WELCOME

Matt Silverman called the meeting to order at 7:04 p.m.

II. ADOPTION OF SEPTEMBER MINUTES

Jaji Packard moved to approve the September minutes.
Nat Testa seconded. Motion passed unanimously.

III. PUBLIC COMMENTS

Jill Montague spoke regarding the events taking place for the Montclair Film Festival this month. She is also excited for the opening of the newly renovated Clairidge Theater, which will begin regular screenings shortly.

IV. NEW BUSINESS

- a. Free Holiday Parking Resolution
Matt Silverman introduced the Free Holiday Parking Resolution, an initiative the BID has undertaken in previous years. The BID would like to continue the goodwill for the holidays and help local businesses.

RESOLUTION REGARDING FREE METER PARKING DURING THE 2021 HOLIDAY SHOPPING PERIOD

WHEREAS the Montclair Center BID Board of Directors wishes to encourage retail activity and foster good will during the holiday shopping season and encourage holiday shopping within Montclair Center, now therefore;

BE IT RESOLVED that the Montclair Center BID encourages the Council of the Township of Montclair and the Township Manager to implement a free parking period that will allow 2 hours of free parking at metered spaces within the Montclair Center area from Saturday,

November 27, 2021, (Small Business Saturday) through and including Saturday, January 1, 2022.

During this period, The Montclair Center BID will be responsible for attaching ribbons to each parking meter, (design/content to be approved by the Township Manager), to notify motorists of this initiative. The public should also be made aware that parking beyond this two-hour period will subject the vehicle to a violation notice as maximum parking time limits will still be strictly enforced.

This resolution will be brought up at the next Township Council meeting.

Jaji Packard moved to pass the resolution as presented. Nat Testa seconded. Motion passed with one abstention.

- b. 2022 Pride Festival Presentation – Out Montclair
Peter Yacobellis, president, and Marie Cottrell, event director, both for Out Montclair gave a presentation regarding their vision for the Montclair Pride 2022 activities. They are looking at a big community-wide celebration bringing in a crowd of thousands.

Out Montclair has already hosted many events in 2021, including training sessions for business owners, partner events, and programming for youth, teens, and seniors. For Pride 2022, Out Montclair is envisioning micro activations with district businesses. Month-long events would include Montclair Film screenings and talks, partner events with Fleet Feet and area gyms, a town-wide dine-around, and meet and greets, leading up to the main festival on June 11. Their hope is to have three stages spaced around the district for music, performances, readings and speeches, culminating in a celebratory evening concert at the Wellmont Theater.

Out Montclair is requesting \$43,000 in support from the BID to cover municipal expenditures for permits, parking, policing and DCS services.

V. EXECUTIVE DIRECTOR'S REPORT

- a. Jazz Fest Recap
Jazz Fest was a massive undertaking. It involved many partnerships and was a huge and very successful day. It is estimated that approximately 20,000 people were in attendance. The BID received 79 responses to a post-event survey. Most business owners stated that foot traffic was well above average, that they would definitely take a booth next year, and that it was worth shutting down Bloomfield Avenue.

Jazz House Kids did a similar survey for crowd participants. 51% drove to the event, 42% walked and 6% biked. 93% of those who had attended both downtown and previous Nishuane Park locations said they preferred the downtown location. More than 60% of attendees shopped or dined locally and spent on average \$40. Furthermore, more than half the vendors at the event were BID businesses bringing total monies spent in a single day to more than

half a million dollars. So, for the BID's \$65,670 investment in the festival the district saw a 730% day of ROI.

b. Clean, Safe and Green Report

Clean: Graffiti in the district is at an all-time high. The ambassadors collected three quarters of a ton of overflow garbage this month. The BID was not in charge of clean-up for Jazz Fest, as the Township rejected our clean-up schedule for the event. The district was reported to have been left a complete disaster by DCS after the event. The BID ambassadors had to finish trash removal, clean gutter lines, and broom sidewalks the following day.

Safe: The district's homeless population is becoming increasingly problematic. There have been several assaults, and late-night waitstaff are afraid when walking home or to their cars. Workers are scared to call law enforcement for fear of retaliation, and there is little the police can do until an actual crime is committed. Business owners on Church and Park Streets, Bloomfield Avenue and Lackawanna Plaza have all reported repeated issues of human defecation. This is a public health and safety issue.

Green: Hibiscus and lime plants have all been removed for the winter. Hanging baskets have been taken down. Tulip bulbs will be planted shortly, and ideas and decisions regarding the planters for next year is under discussion with the Visual Improvements Committee.

c. Q3 Township/District Meeting Recap

Deferred for time constraints.

d. Bloomfield Ave Construction

Complaints have been raised regarding changes in the construction schedule, with no consultation or communication about these changes from the construction company. The road and side-street corners are a mess. Safety issue complaints of pedestrians tripping and falling, and sidewalks practically impassable for strollers or wheelchairs are all left unaddressed by the construction company. Jason Gleason will follow up regarding all these concerns.

The Neighborhood Preservation Program (NPP) grant the Township applied for in conjunction with the BID will unlikely be approved.

VI. EXECUTIVE COMMITTEE REPORT

None.

VII. TREASURERS REPORT

a. 2022 Budget Presentation

While Jose Barreiro is taking a leave of absence, Celestina Ando gave the 2022 budget presentation. She reported the Budget Committee has met five times this year, and has changed the format of the budget to align with organizational recommendations provided by the strategic plan. Cost centers have been

introduced so it is easier to see how our funds are allocated over these areas. The left-hand side of budget is now more simplified.

It was noted that the Jazz and Pride festival budget line will not be sufficient, so the BID will be looking for grants to cover this extra cost. Discussion took place regarding the large increase. Jaji Packard mentioned the Budget Committee has worked really hard to keep the budget slim, so grant opportunities will continue to be pursued. Any comments regarding the budget should be sent to the committee by October 31, so they can have the finalized budget ready to be voted on at the November meeting.

VIII. OLD BUSINESS

a. Changes to Zoning Ordinance 347

This ordinance was passed at the last council meeting, despite the BID's opposition to it. Discussion took place regarding the ideas and options the BID had provided in their resolution, including reinstating the one-time parking exemptions, and shared parking agreement. Perhaps there is a way to still implement one or two of these proposals.

b. Proposed By-Laws Changes

i. Term Limits

Discussion took place on the proposed change to Board member term limits as outlined in the strategic plan.

**Jaji Packard moved to accept this change to the By-Laws as presented.
Sue Schultz seconded. Motion passed unanimously.**

ii. Board Size

It was determined that this By-Law is more difficult to change since it also involves Township input. The thought is to table this proposal for another time.

**Jaji Packard moved to table this proposed change to the By-Laws.
Nat Testa seconded. Motion passed unanimously.**

IX. COMMITTEE REPORTS

a. Nominations Committee

Sue Schutz presented the nominees for the 2021 ballot:

Property Owners:

Daniel Garcia-Pedrosa/Pymstone Realty

Matt Horigan/Horigan Development

Rob Squires*/Squires Associates

Business Owners:

Ernst Goldman, Jr./4Evergrafix

Lucas Kovalcik/The Gravity Vault
Roger Mazzeo*/Benvenuti
Kristen Zachares/The Eclectic Chic Boutique

At-Large:

Emer Featherstone/Local resident
Kiahna J. Malloy/Kreme & Krumbs
Elizabeth Rich*/Feliciano Center for Entrepreneurship & Innovation, MSU

Resident:

Jose Barreiro*

Non-Profit:

Jill Montague*/Montclair Film

*Incumbent

The ballot goes out right after the November board meeting.

**Sue Schultz moved to accept this slate. Jaji Packard seconded.
Motion passed unanimously.**

X. **OPEN DISCUSSION** – New Ideas, Comments, Questions
None

XI. **ADJOURNMENT**
Roger Mazzeo moved to adjourn the meeting. Celestina Ando seconded.
Motion passed unanimously. Meeting adjourned at 8:57 p.m.

NEXT MEETING:
Nov. 10 • 7:00 p.m.