

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID - Board Meeting
January 18, 2023 7:00 p.m. – 7:45 p.m.
In Person at Montclair Film 505 Bloomfield Ave
No Zoom available

Board members in attendance: Celestina Ando, David Cummings, Ashley Cyrus, Ernst Goldman, Natalie Haddad, David Harrison, Matt Horrigan, Jacob Nieman, Jaji Packard, Julian Payne, David Placek, Lori Price Abrams, Elizabeth Rich, Matt Silverman, Kristen Zachares

Absent: Emer Featherstone, Daniel Garcia-Pedrosa, Ray Ketchum, Jill Montague, Robert Squires

Staff: Jackie Apicella, Jason Gleason, Pauline Heaney, Clive Henry, Jerry Rafalovich, Judy Ross

Guests: David Amlen, Jeff Beck, Zareh Beylerian, Alex Cormas, Luther Flurry, Sheri Kagan, Berekti Mengistu, Dean Parker, Hipolito Pollantis, John Pierrecharles, Sue Schultz, Martin Schwartz, Terrence Shand, Nat Testa

I. CALL TO ORDER & WELCOME

Jaji Packard called the meeting to order at 7:13 p.m. and welcomed board members and guests to the meeting.

II. ADOPTION OF DECEMBER MINUTES

Jaji Packard moved to approve the December minutes.
Liz Rich seconded. Motion passed unanimously.

III. PUBLIC COMMENTS

None

IV. OLD BUSINESS (*Kristen Zachares – Recruitment & Nomination Committee*)

Election of the slate of officers for the MC BID for 2023.

Kristen Zachares announced the slate for the BID 2023 executive committee.

Jaji Packard, president

Ashley Cyrus, vice president

Elizabeth Rich, secretary

Matt Horrigan, treasurer

Ernst Goldman, assistant secretary/treasurer

Kristen Zachares moved to accept the slate for 2023 as presented.
David Placek seconded. Motion passed unanimously.

V. EXECUTIVE DIRECTOR'S REPORT (*Jason Gleason*)
The BID's Year in Review - 2022

Jason Gleason gave a slide presentation of "2022 a year in the life of Montclair Center." Highlights included:

- 12% increase in visitors over the previous year (the BID is recovering quicker than other similar districts.)
- 56,000 attendees at major festivals
- 79 net new jobs created

Stakeholder Support & Economic Development

- 39 new businesses opened
- vacancy rate 10.8% (down 27.5%)
- 131 businesses are 5 years or older
- 6.7M visits (growth visits up 12% over previous year)

A graph showing Placer.ai data compared the BID's in-person engagement numbers to other national districts. We had a very good December outperforming the Boston Financial District and Central Business District of Kansas City, MO. We are just under 1% from (preCOVID) December 2019 figures.

SSED Programs included the Mercator Data Project, seven business and entrepreneurship classes, and a grant webinar with NJEDA and the Feliciano Center with 180 attendees.

Marketing & Public Relations

Social Media Engagement is up across the board.

- Facebook – 12,690 followers, up 4.3 %
- Instagram – 13,200 followers, up 14.7%

Direct Media Engagement

- Mailchimp – 46.6% open rate, 12,015 subscribers
- Wild Apricot – 81% average open rate

BID received a DMO grant of \$144,000 from NJ Office of Travel & Tourism to establish Destination Montclair, to increase visits, tourism and group travelers, etc.

Public Space Enhancement and Activation

- Major festivals within the BID
- Jazz, total of 25,000 attendees, 101 vendors
- Pride, 14,200 attendees, 154 vendors
- Montclair Film 17,000 attendees

Total of 56,000 attendees, about \$2.1M total spent in local businesses for all three festivals.

Other BID-sponsored events include:

- African American Heritage Festival (MAAH)
- Lunar New Year Celebration (AAPI)
- Latino Heritage Celebration (LoM)

- Boogie Night at the Plaza (MMA)
- Winter Wonderland (Wellmont & Pharmacie)

Clean, Safe and Green

- Acquisition of Commercial District Services, LLC to provide ambassador services. Operations Manager Jerry Rafalovich has been doing a great job.
- 8.5 tonnes of litter, bulk refuse and garbage overflow removed
- 46 hibiscus trees, 192 potato lime plants, 126 hanging baskets installed, planted, watered and maintained
- 676 miles of sidewalk hand-swept over the year

All this data and more is available at the BID office. It is posted online and will be included in quarterly reports to stakeholders.

VI. EXECUTIVE COMMITTEE REPORT (*Jaji Packard*)

Invitation to join Committees

Jaji gave a brief presentation on the seven BID committees and additional working groups, and what they each entail. All members of the board and the public are welcomed and encouraged to participate in these committees. The one exception being the Nominations Committee, to which you have to be elected to.

VII. OPEN DISCUSSION – New Ideas, Comments, Questions

- Ashley Cyrus commended the organization saying how the BID has supported businesses and the community during and after COVID.
- Matt Silverman spoke on KPI's and was blown away by the data. Having real numbers is amazing. This data quantifies and gives more meaning to what the BID does.
- Liz Rich was also impressed with having this kind of data and how we can use it at a strategic level going forward.
- Lori Price Abrams said the BID makes a huge difference in the community with its creativity and energy. She thanked the BID for bringing ideas/solutions to the council.

VIII. ADJOURNMENT

Meeting adjourned at 7:47 p.m.

NEXT MEETING:

February 15, 2023, 7:00 p.m. at the BID Office