

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID - Board Meeting
March 15, 2023 7:00 p.m. – 8:45 p.m.
In Person at BID Office 26 Lackawanna Plaza or via Zoom

Board members in attendance: Celestina Ando, Ashley Cyrus, Emer Featherstone, Daniel Garcia-Pedrosa, Ernst Goldman, Natalie Haddad, Ray Ketchem, Jill Montague, Jaji Packard, Lori Price Abrams, Matt Silverman

Absent: David Cummings, Rachel Grochowski, Matt Horrigan, Jacob Nieman, David Placek, Elizabeth Rich, Robert Squires, Kristen Zachares

Staff: Jason Gleason, Pauline Heaney, Judy Ross

Guest: Fay Szakal (Greenbaum, Rowe, Smith & Davis, LLP)

I. CALL TO ORDER & WELCOME

Jaji Packard called the meeting to order at 7:03 p.m.

II. ADOPTION OF JANUARY MINUTES

Jaji Packard moved to approve the January minutes.

Daniel Garcia-Pedrosa seconded. Motion passed unanimously.

III. PUBLIC COMMENTS

None

IV. EXECUTIVE SESSION BUSINESS *(Closed to Public)*

V. EXECUTIVE DIRECTOR'S REPORT *(Jason Gleason)*

New and noteworthy in Montclair Center

Jason mentioned the BID had three major closings this quarter: Studio Air, Cool Cat Music, and long-time business Smith Boring Auto Parts. Happily, owner and former board member Sharda Ramharak's knowledge will not be lost, as she will be working at ProStock on Lackawanna Plaza.

There are seven new openings in the BID, including PastaRAMEN, Jiang Nan Fusion, Rooster's Hot Chicken, Wine & Design, Dutch's Sandwich Shop, Creativity Connect, and Brow Fix Academy. There are also many more businesses opening imminently.

Festival season contracts are coming in. We will need board members to disclosure on Basecamp if they will be a vendor or sponsor for any of these events.

There are lots of structural changes for the jazz festival this year, including the hiring of a full production team and a vendor/event coordinating company. This should make the BID's participation in these events a lot easier.

Once again, we will also be partnering with AAPI and Montclair Film Festival in support of their events.

Placer.ai data measured 1.4 million visits in January/February. This is a 63% uptick from 2 years ago. Jason displayed a graph showing the rate of foot traffic both over a week and during the day. Sunday foot traffic continues to trend up. While the time-of-day foot traffic is continuing to shift to later in the day; a 6 p.m. spike now carries up to 9 p.m.

VI. TREASURER'S REPORT (*Jason Gleason on behalf of Matt Horrigan*)

Jason said he and Matt have been meeting every month with accountant Tesha Kelley. We are on track, a little underbudget in each category. Things will begin to heat up as outdoor programming and planting begins. Financials are very healthy, with an \$8K net income right now. The Financial Affairs Committee will be meeting next week.

VII. EXECUTIVE COMMITTEE REPORT (*Jaji Packard*)

Our committees are up and running.

Matt Silverman reported that the Clean, Safe and Green Committee has identified garbage, rodents, lighting, and graffiti/vandalism as the most problematic topics, as well as parking issue congestion throughout the BID.

Illegal dumping and overflowing garbage encourage the rodent population. We need to nail down where and when these problems exist. Fullerton deck safety is a concern that hopefully can be addressed by upgrading cameras and better lighting, as can graffiti and vandalism.

Parking tasks on how to move drivers into decks which have extra capacity include new signage and expanding meter hours and costs. Other topics discussed included validation parking, peak meter fee, and a special parking fund from additional parking revenues to be used for district improvements.

Jill Montague reported the marketing committee had suggested engaging a PR firm to highlight and broadcast testimonials about the BID's good work. The stakeholders' newsletter will shortly be in the works, using Placer data for them to make informed decisions regarding their individual business operations.

The marketing committee is also soliciting ideas for table activations for the BID tent at upcoming events.

Ernst Goldman, DMO chair, said Civic Brands will take approximately 8-12 weeks to complete their branding exercise, which includes focus groups and a finished logo, brand and website for Destination Montclair.

Jaji reported that for the Public Space Enhancement and Activation Committee the 6 Gates Avenue mural process is progressing and will be ready to send to the jury, with completion hopefully by the end of April. The committee would also like to do something in the Leach Gallery. Lisa Johnson has put in a grant with AARP based on the committee's suggestion. Partnering with Montclair film to bring something to top of the Midtown deck.

VIII. COMMITTEE HIGHLIGHTS

IX. OLD BUSINESS

It was mentioned that there has lately been an uptick in crime in the district which was recently highlighted on nightly news. We should advocate for better police, safety, and lighting.

X. NEW BUSINESS

XI. OPEN DISCUSSION – New Ideas, Comments, Questions

ADJOURNMENT

Meeting adjourned at 8:57 p.m.

Next full board meeting is scheduled for **Wednesday, April 19, 2023, 7 p.m.**