

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID - Board Meeting
May 17, 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, Emer Featherstone, Daniel Garcia-Pedrosa, Ernst Goldman, Rachael Grochowski, Natalie Haddad, Matt Horrigan, Ray Ketchem, Jacob Nieman, Jaji Packard, Elizabeth Rich, Matt Silverman, Robert Squires, Kristen Zachares

Absent: David Cummings, Jill Montague, Lori Price Abrams

Staff: Jason Gleason, Jacqueline Apicella, Aysa Gordon, Pauline Heaney, Judy Ross

Guest:

I. CALL TO ORDER & WELCOME

Jaji Packard called the meeting to order at 7:07 p.m.

II. ADOPTION OF APRIL MINUTES

Jaji Packard moved to approve the April minutes as amended.

Matt Silverman seconded. Motion passed unanimously.

III. PUBLIC COMMENTS

There were no public comments.

IV. EXECUTIVE COMMITTEE REPORT (*Jaji Packard*)

A. A Crisis Management Plan

A work group should be put together for a crisis plan with a target date of July. Whoever is interested in doing this can participate through Basecamp. The plan will answer questions like how do we handle a crisis, who gets contacted, what to say to the press and what is the chain of command? See Joan Garry's Guide to Nonprofits for advice.

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

A. Office Update

Aysa Gordon is our new Administrative Assistant and Community Liaison. Abhishake Shah, our new Assistant Director and Program Manager started today. Jason is on-boarding him and getting him up to speed and looking forward to giving him some of his projects. Our first full staff meeting was today.

B. New and Noteworthy in Montclair Center

Year over year (2022 to 2023) Q1 comparison statistics include:

15.7 increase in visits year over year with a 10% increase in visits from pre-covid days. Total visits were 1.7 million up from 1.5 million. There is a 20% reduction in the business vacancy rate.

Fifteen new businesses- many of them restaurants- opened with a net of 136 new jobs created. Only four businesses closed. Vacancies were down to 38 from 49 with an 8% vacancy rate.

On Facebook, we have 100 new followers with a 2.4% increase in our engagement rate. On Instagram, we have 100 new followers with a 13.5% increase in our engagement rate. Jackie spoke about how the 2nd Street reel and the Art is Bond reel both had a lot of engagement. May sales have been strong for many of our businesses.

New businesses include Genevieve's Vintage, Bar Franco, 2nd Street, Urban Natural, and Eleven South. Nine to ten new businesses are set to open. Business activity has been very healthy.

March 31 was the DMO branding initiative kick off – Ryan Short from Civic Brand will be leading focus groups for options for brand designs.

VI. TREASURER'S REPORT (*Matt Horrigan*)

Matt Horrigan reported that Montclair Center is in good standing. For the year to date, we are under budget by \$19,000 due to payroll savings plus miscellaneous savings. Jason Gleason explained the budget breakdown for the DMO. There is \$20K left in the DMO budget with a 6-week window for spending. There are two fully committed outside members and nine others for when the website launches.

VII. COMMITTEE REPORTS

A. Clean, Safe, Green and Parking (*Matt Silverman*)

The committee met May 1st, with the main topics being garbage, Fullerton deck, and parking.

1. A map was put together where illegal dumping is occurring. We will reach out to businesses and landlords in those locations to encourage them to take care of garbage properly. The Township can then issue formal warnings escalating to citations if necessary.
2. The Fullerton parking deck has safety concerns, graffiti issues, and a dark stairway. Plans should be put in place for CCTV cameras, cleaning graffiti, and finding better lighting.
3. Parking congestion remains challenging. The goal is to move cars from street parking to open spaces on various decks. Maybe changing meters

to change operating hours to 9-10 at night. Enacting peak hour fees to encourage people to move to deck parking. Another issue is delivery drivers clogging streets and parking spaces. Setting aside more loading zone spaces would help as would creating adaptive loading zone spaces. Double parking is still a problem. The Township is working on it. License plate readers will be used for digital parkers and double parkers will be identified.

Discussion. Encourage the Township to create a parking strategy and enact a PR plan for communication when parking changes do go into effect.

B. Marketing (*Ernst Goldman*)

Committee met May 11th. Ernst discussed an update on the city PR initiative, but the price was too steep. Regarding Pride, the committee discussed table activation, staff hired, painting benches, and a chalk board for community input. Advertising for Pride from DMO includes transit posters, PBS Primetime spots, Spotlight NJ Newsletter, and TONY ads.

Summer Sunday is July 16 from 1- 6 pm. How do we activate and engage the edges of the district for Summer Sunday?

Ribbon cuttings coming up – Urban Naturals- May 18th.

C. Public Space and Activation (*Kristen Zachares*)

Committee met May 9. Internal theming or crowdsourcing for mural ideas. Banner pole website is still in progress. Locations for murals include Pilgrim Medical Center and potentially N. Fullerton stairwell after lighting and security update and cameras are installed. Streetscapes and beautification include wrapping utility boxes with art grant from Bloomberg.

VIII. OLD BUSINESS (*Jason and Discussion*)

A. Main Street grant had money left over with up to 27K available and three and half weeks to apply. The money would be awarded in July 2023 with one year to spend. The board needs to make quick decisions regarding the Main Street grant. Grant monies to go towards:

1. Vision zero task force. Most accidents are not from individual error but because our streets are designed in a way that encourages behavior that is unsafe. The goal is to redesign streets, sidewalks, and traffic patterns so there is less conflict with pedestrians, bikes, and cars. Montclair does not have a good track record for accidents. The township put up \$15K to fund the initiative to lead the taskforce with a goal of zero strikes by 2029. We want a walkable city. Montclair Center would provide 10K to fund the consultant and work with Township.
2. Mural for Pilgrim Medical in the amount of 10K.
3. Add an SMS component to our CRM that would allow for texting our stakeholders. Ambassadors could take a geo-tagged picture and BID gets notified about something urgent in district. Montclair Center and its

4. Businesses can also communicate urgent issues. \$5 – 7K

Jaji Packard moved that we authorize Jason Gleason to apply for Main Street Grant. Emer Featherstone seconded. Motion passed unanimously. (See full resolution attached)

IX. NEW BUSINESS

A. Our June board meeting will feature a review of our Strategic Plan. You can find the 2021 Plan in the Board Member Resources under the 2023 Board of Directors tab. (*Jaji Packard*)

Please look at it. Discuss what we have accomplished, what hasn't been done yet. and can we prioritize for the year ahead. It is important to look at this guiding document. If there are things in the plan that are no longer relevant and identify those and things not in the plan that should be. We should have a process to amend the plan to keep it fresh and up to date.

B. Confirmation of the 2023 Recruitment, Nominations, and Elections Committee – vote. (*Jaji Packard*)

Defined by our By-laws, 2 property owners, 2 business owners, and a councilor, it's one of the two committees whose members are elected by the full board. The Committee has been short a business owner. It's time to confirm and authorize the committee as it stands so that it can proceed with its work. If anyone wants to step forward for the position, it will remain open.

Matt Horigan moved to elect Daniel Garcia-Pedrosa, Jaji Packard, property owners, Kristen Zachares, business owner, and Counsellor Lori Price-Abrams to the Recruitment, Nominations, and Elections Committee for the remainder of the 2023 term. Jacob Nieman seconded. Motion passed unanimously.

X. OPEN DISCUSSION – New Ideas, Comments, Questions

Jacob Neiman talked about the Master Plan revamp, which is right now in early stages, and then eventually it will be open to the community for feedback. It sets the precedent of what we want to prioritize with a rare opportunity to look forward in 5, 10, 15 years and charts how to get there.

ADJOURNMENT

Meeting adjourned at 8:47 p.m.

Next full board meeting is scheduled for **Wednesday, June 21, 2023, 7 p.m.**

RESOLUTION

Whereas, the Montclair Center Corporation

(formal name of organization)

desires to apply for and obtain a grant from the New Jersey Department of Community Affairs

for approximately\$ \$27,000.00 to carry out a project to enhance public spaces with
(dollar amount of request)

public art projects, invest in systematic and data driven solutions to curb pedestrian/vehicle accidents and
(briefly describe the project)

fatalities, and implement efficient-streamlined communication with business owners and BID members.

Be it therefore RESOLVED,

1) that the Montclair Center Corporation, _____,
(formal name of organization)

does hereby authorize the application for such a grant; and,

2) recognizes and accepts that the Department may offer a lesser or greater amount and therefore, upon receipt of the grant agreement from the New Jersey Department of Community Affairs, does further authorize the execution of any such grant agreement; and also, upon receipt of the fully executed agreement from the Department, does further authorize the expenditure of funds pursuant to the terms of the agreement between

Montclair Center Corporation

(formal name of organization)

and the New Jersey Department of Community Affairs.

Be it further RESOLVED, that the persons whose names, titles, and signatures appear below are authorized to sign the application, and that they or their successors in said titles are authorized to sign the agreement, and any other documents necessary in connection therewith:

Jason Gleason
(signature)
Jason Gleason
(type or print name)
Executive Director
(title)

Jaji Packard
(signature)
Jaji Packard
(type or print name)
Board President
(title)

CERTIFICATION:

I, Elizabeth Rich, the Board Secretary,
(name of Board Secretary / Government Clerk) (title of position - Board Secretary or Government Clerk)
of Montclair Center Corporation
(formal name of organization)

hereby certify that at a meeting of the Board of Directors/ Governing Body held on May 17th 2023
(meeting date)

the above **RESOLUTION** was duly adopted.

AFFIX GOV'T,
CORPORATE OR
NOTARY SEAL

(12/03)

Elizabeth Rich
(Signature of Secretary of the Board of Directors or Government Clerk)
MIKUEL R. DARBEAU
NOTARY PUBLIC OF NEW JERSEY
Commission Expires Sept. 3, 2024