

MONTCLAIR CENTER BID - BOARD MEETING

October 18, 2024, 7:00 – 8:45 p.m.

In Person at BID Offices 26 Lackawanna Plaza or via Zoom

Board Members in attendance: Te’Nijah Bussey, Mary Cumella, David Placek, Emer Featherstone, Stacey File, Daniel Garcia-Pedrosa, Ernst Goldman, Neil Grabowsky, Matt Horigan, Jacob Nieman, Jaji Packard, Brian Silver, Matt Silverman, Nat Testa, Aminah Toler, Kristen Zachares

Staff in Attendance: Interim Executive Director: Abhishake Shah, Administrative Assistant: Aysa Gordon

Absent: Rachel Grochowski, Natalie Haddad, Jill Montague, Liz Rich, Rahum Williams

I. CALL TO ORDER & WELCOME

The meeting was called to order at 7:05 pm.

II. ADOPTION OF SEPTEMBER MINUTES

Assistant Secretary Silverman moved to approve the September minutes and Board member Testa seconded the motion. Board member Placek abstained from the vote. The motion passed unanimously.

III. PUBLIC COMMENTS

There were no public comments made.

IV. EXECUTIVE COMMITTEE REPORT (*Jaji Packard*)

A. New Executive Director of the MCBID

President Packard announced Abhishake Shah the new Executive Director.

V. INTERIM EXECUTIVE DIRECTOR’S REPORT (*Abhishake Shah*)

A. New and noteworthy in Montclair Center

Interim Director Shah expressed his honor at being appointed Executive Director. He encouraged the entire Board to offer him feedback and mentioned that he would like to talk to each member individually.

Two businesses are opening downtown this month: Black Box Franchising and Mister. Mister, a store devoted to men’s apparel, is the second store for Board member Natalie Haddad, the owner of Monty. It is currently open for shoppers by appointment only.

In the year to date, there have been 40 new business openings and 19 new business closings with a net of 21 businesses openings.

On Oct 26, a production company will film an advertisement on Church Street. Montclair Center will notify the Church businesses ahead of time so that they can plan for any parking or delivery issues. With regards to filming in downtown

Montclair, a strong plan is in place whereby the Clerk's office and the Police Department notify the BID with information about any future filming in the business district to prepare the downtown businesses well in advance of the film date.

When comparing September 2023 to September 2024, visitation to downtown Montclair has increased by about 34,000 visitors. Visitors are also coming to downtown Montclair at a higher frequency; last year, they visited an average of 1.7 times, and this year, they visited an average of 1.8 times. On average, visitors stay for a bit less time, with last year's average time spent per month at 126 minutes and this year's average at 119 minutes.

B. Unhoused Committee

On October 17, there will be a Service Fair at the Salvation Army from 10 am to 4 pm. Service providers will offer the unhoused community vital services such as showers, securing IDs, classes, and medical assistance. This positive event is a pilot program and if it proves successful, it may expand to a monthly event. The goal is to get more people in the unhoused community the services they need to get them off the street and onto the next steps in their journey.

Interim Director Shah stressed the importance of a resource list for the downtown business community to empower them to help and build connections with the community. Board Member Grabowsky asked about a town social worker dedicated to helping the situation. Interim Director Shah said that it is a complex situation requiring a lot more attention from different parties, including people in the downtown community, social workers, and trained police officers. He added that if anyone on the board sees something notable regarding the unhoused community, they should please contact the office.

C. Parking map and PR project

The Parking dashboard has been updated and Interim Director Shah will have more information about that at the next Clean, Safe, and Green meeting. Assistant Secretary Silverman spoke about the parking signs with arrows directing visitors to the parking decks. He identified locations for those signs that would help guide people to the parking decks. Interim Director Shah said that he is working with the Parking Authority and Utility Department to place the directional signage on the specific poles with metal sign holders meant for the signage.

D. Trick or treat signup

Over seventy-five businesses in Montclair Center have signed up to give out Halloween candy on the evening of October 31<sup>st</sup> from 3 to 8 p.m. Two posters advertise that the business is hosting Halloween trick-or-treating. One poster

features a ghost, and the other features animals. Both posters have QR codes that link to a live map of participating downtown businesses.

## VI. TREASURERS REPORT (*Matt Horrigan*)

### A. 2025 Budget

According to Treasurer Horrigan, the takeaway from the year-to-date budget is that Montclair Center is currently under budget by \$50,000. At this point, the goal for the board is to examine the budget now, ask questions, and make suggestions. Later, when the board meets in November, they will vote on the budget and any new initiatives.

Board Member Placek asked what CDS would charge for shoveling sidewalks. This would prevent each business owner from shoveling on their own time and schedule. It would create uniform shoveling throughout downtown, creating safer streets for pedestrians. Board Member Featherstone congratulated Treasurer Horrigan on creating a clear and concise budget.

## VIII. BDP HOLDINGS UPDATE (*David Placek*)

Board Member Placek discussed the Lackawanna Plaza Development Plan, highlighting the challenges of ongoing litigation and the property's long-term vacancy. To revitalize the area, BDP Holdings is launching a temporary activation at Lackawanna Plaza, expanding the successful Pineapple Express model. Starting November 30th, the old grocery store will become a holiday market, and plans for a weekend flea market will roll out in 2025. The vision includes fostering community through art, music, food, and shopping. With the extension of Pineapple Express's liquor license, there will be three bar areas and an increase in food trucks, potentially reaching ten on the East Side, operating five to seven days a week. Placek noted the aim is to create a space where people can enjoy the art without pressure to buy. Collaborations with local organizations and an app for parking payments will also enhance the experience.

## IX. RECRUITMENT, NOMINATIONS, AND ELECTIONS COMMITTEE (*Jaji Packard*)

### A. Recruiting for the 2025 election to the board

President Packard said that she is gathering the names of people interested in joining the Board. She requested that the Board ponder who they might want to suggest from their networks. She said that she would try to have a ballot pulled together before the November meeting where the candidates will be asked to join as guests. The candidates can then decide if they want to run. When the Board approves the ballot, it will get sent out with the annual report to the stakeholders about a week after the November meeting. The votes will be tallied, and the new board members will be announced at the Annual Meeting in December.

Board Member Featherstone asked if there is a nominating committee that does this work. President Packard replied that the Recruitment Committee Members are Board Members Bussey, Garcia-Pedrosa, and Toler, and Secretary Zachares and President Packard.

X. OLD BUSINESS (*Abhishake Shah*)

A. Film Festival

Interim Director Shah encouraged the board to claim their free sponsorship tickets to the Montclair Film Festival which is from October 18<sup>th</sup> through October 29<sup>th</sup>. He said that the film festival is one of the more unique festivals in Montclair and Montclair Center social media is doing all that it can to draw attention to the various aspects of the festival including the venues, participants, and films.

Board Member Grabowsky spoke about his involvement in his film *I will Build this World from Love* which is a documentary about a peace project that is happening in the country of Georgia. In the film, a bishop in Georgia builds a one-of-a-kind peace cathedral with the three Abrahamic religions that are prominent there: Christianity, Islam, and Judaism. Notably, almost everyone involved in the project is from the Montclair area.

B. Mural Project Update

Interim Director Shah shared that one of the highlights of his role is being part of initiatives like the mural project at Pilgrim Medical Center. Board Member Bussey, who served as one of the nine jurors tasked with selecting the muralist, Christina Kwan, explained that the process began with a pool of sixty artists. This number was whittled down to ten, after which the panel met in person to finalize their selection to the top three candidates. Ultimately, the owner of Pilgrim Medical Center made the final choice.

Shah praised the mural as fantastic, noting that it has transformed the Wellmont Arts Plaza into a vibrant focal point in Montclair. He emphasized that the mural's beauty would undoubtedly brighten the days of the clinic's staff. To ensure its longevity, the mural has been treated with anti-graffiti and UV-protective coatings. Assistant Secretary Silverman strongly urged that Montclair Center promote the mural through various media outlets and consider hosting a ribbon-cutting ceremony. Shah replied that, given the clinic's context, he would first reach out to the owner of Pilgrim Medical to discuss their preferred approach to publicizing the mural. The conversation also touched on how promoting the mural could raise awareness and encourage the establishment of a buffer zone outside the clinic.

XI. OPEN DISCUSSION - New Ideas, Comments, Questions

This year's Jazz Festival drew an impressive crowd of 25,000 visitors, while Pride attracted 30,000 attendees, marking a noteworthy increase for both events. Board Member

Grabowsky shared exciting plans for Porchfest, an event showcasing over 80 local musicians performing in various Montclair neighborhoods and on a main stage along Bloomfield Avenue. The event is set to be a vibrant celebration, featuring a diverse range of musical styles.

#### ADJOURNMENT

The meeting adjourned at 8:35 pm.

The next full board meeting will be Wednesday, November 20, 2024, 7 pm at the BID office.

# MONTCLAIR CENTER **BID**

Please send to [Aysa@MontclairCenter.com](mailto:Aysa@MontclairCenter.com) or 26 Lackawanna Plaza no later than **3PM Dec 18, 2024**

Your Name: \_\_\_\_\_ *Please list your BID property address, or business name and address:*  
 \_\_\_\_\_

Email Address: \_\_\_\_\_  
 \_\_\_\_\_

Work #: \_\_\_\_\_ Montclair, NJ 07042

Cell #: \_\_\_\_\_ *Or, are you a Property or Business Designee?*

*Are you a Property or Business Owner?*  
 Property     Business     Both     Property Owner Designee  
 Business Owner Designee

<b>BUSINESS OWNERS -- Vote for 1</b>		
<input type="checkbox"/> <b>Jacob Baccus</b> Acorn General Store	<input type="checkbox"/> <b>Nanci Lovino</b> Keep Creating Art Wellness Center	<input type="checkbox"/> <b>Lamont "Izzy" James</b> Izzy's Boxing and Fitness
<input type="checkbox"/> <b>Amir Kamal</b> Dutch's Sandwich Shop	<input type="checkbox"/> <b>Richard Kim</b> Hey Yogurt	<input type="checkbox"/> <b>Kristen Zachares*</b> Eclectic Chic Boutique
<b>PROPERTY OWNERS -- Vote for 3</b>		
<input type="checkbox"/> <b>Daniel Garcia-Pedrosa*</b> Pymstone Realty	<input type="checkbox"/> <b>Matthew Horrigan*</b> 28-30 Church Street	<input type="checkbox"/> <b>Nat Testa*</b> 179 Glenridge Avenue
<b>AT-LARGE -- Vote for 3</b>		
<input type="checkbox"/> <b>Pierce Conway</b> Compass Real Estate	<input type="checkbox"/> <b>Karen Diaz-Schloss</b> Dias.Schloss Communications	<input type="checkbox"/> <b>Emer Featherstone*</b> The Montclair Foundation
<input type="checkbox"/> <b>Jacob Neiman*</b> Member Montclair Planning Board		
<b>RESIDENT -- Vote for 1</b>		
<input type="checkbox"/> <b>Matt Silverman *</b> 172 Glenridge Avenue		

\*INCUMBENT

**MONTCLAIR CENTER BID  
2025 Proposed Budget**

			Revenue			
	2024 Proposed Budget	2025 Proposed Budget	2024 vs 2025	BID Assessment	MSNJ Grant	DMO Grant
<b>Revenue</b>						
BID Assessment	\$ 1,039,907	<b>2.5%</b> \$ 1,065,905	25,998	1,065,905		
Polaris		\$ 10,000	10,000	10,000		Note #1
Banner Income	3,000	\$ 2,000	(1,000)	2,000		
Grant Income						
DMO	144,000	\$ 144,000	-			144,000
Main Street & Other	105,000	\$ 105,000	-		105,000	
	30,000		(30,000)			
Advertising Income (DMO)	20,000	\$ 20,000	-			20,000
Interest Income	2,400	\$ 3,000	600	3,000		
Rental Income	10,080	\$ 10,382	302	10,382	-	-
<b>Total Revenue</b>	<b>\$ 1,354,387</b>	<b>\$ 1,360,287</b>	<b>5,900</b>	<b>1,091,287</b>	<b>105,000</b>	<b>164,000</b>
<b>Maintenance &amp; Improvements</b>						
QOL	-					
Third-Party (QOL Staffing, Sweeper, Vehicle Maintenance, WC)	312,003	\$ 324,483	12,480	324,483		
Banners	-		-			
BID Vehicle Maint. & Expenses	-		-			
Beautification and Landscaping	24,500	\$ 25,000	500	10,000	15,000	
Public Art	10,000	\$ 10,000	-		10,000	
QOL Equipment/Supplies	-		-			
Sidewalk Sweeper Maintenance & Insurance	-	\$ -	-	-	-	-
<b>Total Maintenance &amp; Improvements</b>	<b>346,503</b>	<b>\$ 359,483</b>	<b>12,980</b>	<b>334,483</b>	<b>25,000</b>	<b>-</b>
<b>Destination Marketing Organization Costs</b>						
Administration	16,800	\$ 17,900	(1,100)			17,900
Advertising	32,000	\$ 34,000	(2,000)			34,000
Marketing	51,000	\$ 56,000	(5,000)			56,000
Research	20,000	\$ 20,000	-			20,000
Salaries						
Tourism and Sales Coordinator	-					
Trade Shows	11,500	\$ 2,100	9,400			2,100
Website	12,700	\$ 14,000	(1,300)			14,000
Tourism and Sales Coordinator	36,000	\$ 36,000	-	36,000		
Advertising and Marketing						
Software and Technology						
Travel and Meetings	-	\$ -	-	-	-	-
<b>Total Destination Marketing Organization Costs</b>	<b>180,000</b>	<b>\$ 180,000</b>	<b>-</b>	<b>36,000</b>	<b>-</b>	<b>144,000</b>
<b>Events &amp; Programs</b>						
Program Staff	219,360	\$ 242,488	23,128	242,488		-
Constituent Support Programs		\$ -	-			
Stakeholder Education & Classes	-	\$ -	-			
Business Marketing	40,000	\$ 40,000	-	40,000		
Event Municipal Expenses (Extra Duty Solutions)	5,000		(5,000)			
Internal Event Programming	10,000	\$ 10,000	-	10,000		
Support Event Programming	80,000	\$ 80,000	-	60,000	20,000	-
<b>Total Events &amp; Programming</b>	<b>354,360</b>	<b>\$ 372,488</b>	<b>18,128</b>	<b>352,488</b>	<b>20,000</b>	<b>-</b>
<b>General Administration</b>						
Executive & Administrative Staff	194,378	\$ 189,294	(5,085)	189,294		
Contracted Services	41,000	\$ 41,000	-	41,000		
Accounting	18,000	\$ 18,000	-	18,000		
Audit Services	8,000	\$ 8,000	-	8,000		
Computer and Software	6,000	\$ 10,000	4,000	10,000		
Conferences, Meals, and Meetings	15,000	\$ 15,000	-	15,000		
Copying & Printing	2,500	\$ 2,500	-	2,500		
Dues & Subscription	3,000	\$ 3,000	-	3,000		
Graphic Design	3,500	\$ 3,500	-	3,500		
Insurance	12,000	\$ 14,000	2,000	14,000		
IT Support Services	2,000	\$ 2,000	-	2,000		
Legal Fees	10,000	\$ 10,000	-	10,000		
Miscellaneous	2,000	\$ 2,000	-	2,000		
Office Supplies	5,000	\$ 5,000	-	5,000		
Payroll Service Fees	2,500	\$ 2,500	-	2,500		
Phone & Internet	4,000	\$ 4,000	-	4,000		
Postage	250	\$ 250	-	250		
Professional Development	2,500	\$ 2,500	-	2,500		
Rent	44,290	\$ 45,619	1,329	45,619		
Utilities	7,000	\$ 7,000	-	7,000		
Web Hosting	1,000	\$ 1,000	-	1,000		
<b>Total General Administrative</b>	<b>383,918</b>	<b>\$ 386,162</b>	<b>(2,244)</b>	<b>386,162</b>	<b>-</b>	<b>-</b>
<b>Strategic Initiatives</b>	<b>\$ 67,500</b>	<b>\$ 60,000</b>	<b>(7,500)</b>	<b>-</b>	<b>60,000</b>	<b>-</b>
<b>Capital Reserves Transfer</b>	<b>-</b>	<b>\$ -</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Operating Expenses</b>	<b>\$ 1,332,282</b>	<b>\$ 1,358,134</b>	<b>25,852</b>	<b>1,109,134</b>	<b>105,000</b>	<b>144,000</b>
<b>Net Income (Change in Net Assets)</b>	<b>\$ 22,105</b>	<b>\$ 2,153</b>	<b>19,952</b>	<b>(17,847)</b>	<b>-</b>	<b>20,000</b>
<b>Amortization &amp; Depreciation Expense</b>	<b>33,860</b>	<b>\$ 31,050</b>	<b>-</b>			
<b>Net Income (with A/D expense)</b>	<b>\$ (11,755)</b>	<b>\$ (28,897)</b>				

**Notes:**

- #1) 10K revenue projected from the sale of the Polaris 4x4
- #2) 72K of the DMO revenue in the 2025 budget is funded & 72K is projected to be awarded
- #3) 105K of the MSNJ Grant revenue in the 2025 budget is projected to be awarded