

## **METUCHEN DOWNTOWN ALLIANCE MINUTES**

**April 14, 2017**

**8:00 A.M.**

In attendance: Eric Berger, Jay Muldoon, Dottie Winhold, Leon Schwartz, Grace Shackney, Gary Tilbor, Bobbie Theivakumaran, Chris Flynn, Diana Callinan, Peg Inglese, and Michelle Schutz. Not Present: Anthony Campisi, Stuart Schooler. Staff: Isaac Kremer, Executive Director. Guests: Jan Margolis.

The Meeting was called to order at 8:00 a.m. by Eric Berger, MDA Board Chair.

The minutes from the March, 2017 board meeting were approved.

There were no additions to the agenda provided.

Isaac Kremer, MDA Executive Director, and Jay Muldoon discussed the plans to purchase new planters for the downtown district. Isaac shared pricing and information about the planters which will have built in watering system. Jay mentioned the importance of having a consistent streetscape throughout the downtown including the Woodmont and other developments. The MDA is collaborating with Woodmont on a common planter which will also be used at Renaissance and the soon to be remodeled store next to La Rosa's. Members mentioned the need for the MDA to provide a visible, physical improvement for the downtown which new planters will do. Jay mentioned that the current planters are old and some are damaged. He also stated that the current planters belong to Chamber of Commerce and will need to be returned to them once the new planters are installed. There was discussion about the cost of the planters and about making sure payment for them did not negatively impact cash flow for the MDA. Isaac said he would work with the supplier about terms and payment options. By ordering with Woodmont, the MDA is getting a 10% discount from the vendor. The cost for 30 planters with irrigation and shipping is \$31,815. A motion was made and approved to move forward with the order with the timing to be determined by the Executive Board based upon available cash flow or vendor payment terms to fund the purchase.

Reports from the four teams (Economic Vitality, Promotions, Design, and Organization) were provided with the agenda and were reviewed by the board.

Jay Muldoon presented the proposed MDA Vision and Transformation Strategies which have been developed by the Economic Vitality Team. A copy of the PowerPoint was provided in the agenda package. The board responded positively to the direction and will provide any comments or suggestions to Jay. The PowerPoint will be shared with the other teams in the next couple weeks.

There was a discussion from Bobbie Theivakumaran about the efforts to help MDA businesses participate in, and take advantage of, JuneBug events in June. Hailey's Pub and Novita will have beer and wine gardens, respectively, on the 3<sup>rd</sup> night of JuneBug and Woodmont will be sponsoring an area where people can sit and eat. Bobbie is also working with restaurants to offer "grab & go" menu items for JuneBug workers and attendees. Jay Muldoon then requested that the MDA be a financial sponsor of

JuneBug as a way to build goodwill with the JuneBug Committee and residents of Metuchen. Although the MDA is not involved in running JuneBug, he thought that the MDA should support it since it is a major event in the downtown district and draws many families, children and artists to the downtown. He requested the MDA be a \$500 sponsor. A motion was made to do the \$500 sponsorship and the motion was approved. The board agreed with Isaac's suggestion to set up a meeting with the JuneBug chairperson to discuss how we can work together. Chris Flynn, Grace Shackney and Jay Muldoon volunteered to attend the meeting with Isaac.

Isaac reviewed the "MDA 6 Month Plan of Work Summary" for the 3<sup>rd</sup> and 4<sup>th</sup> quarter and asked for any feedback or additions. All of the teams will be preparing work plans this month for the balance of 2017 for final approval at our May meeting. Over the next 2 months, the Board will review and approve the work plans for the balance of this year. Workplans for all of 2018 will be prepared in September, 2017, budget approved in October, 2018.

Jan Margolis reported that the Volunteer Training scheduled for 4/22 is being rescheduled to May to be after the May 11 Strategic Plan Goal Setting session. The training will be aimed at all existing volunteers plus potential new volunteers.

There was no New Business.

Motion to adjourn was made and passed. Meeting concluded at 9:15am.

The next Board meeting will be Friday, May 12, 2017, at 8am at Hailey's.

Submitted by Jay Muldoon