

## **METUCHEN DOWNTOWN ALLIANCE MINUTES**

**June 9, 2017**

**8:00 A.M.**

In attendance: Eric Berger, Jay Muldoon, Dottie Winhold, Leon Schwartz, Grace Shackney, Bobbie Theivakumaran, Peg Inglese, Michelle Schutz, Gary Tilbor, Stuart Schooler, Chris Flynn. Not present: Anthony Campisi, Dianna Callinan. Staff: Isaac Kremer. Guests: Jan Margolis; Borough Administrator Jennifer Maier.

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

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

There were no additions to the agenda provided.

Chairman, ED and Committee reports were distributed prior to meeting. No comments on reports.

Eric Berger, MDA Board Chair, welcomed John DeFoe, Acting Parking Authority Chairman. John updated the Board on the PA's efforts to better manage parking in the downtown. The PA will be hiring 2 part-time Parking Enforcement Officers to enforce parking regulations. Their focus will be on street meters. Enforcement will begin with warnings before tickets are issued. Their schedule will be flexible and the plan is to enforce Monday – Saturday. There was discussion and suggestions that enforcement be Mon – Fri only, the PE look into a 2 hour time limit on Saturdays, creating some 15 min spots for quick trips, reduced fines when ticket is paid within 48 hours, and creating loading zones for delivery trucks. Eric suggested that these issues be addressed by the Parking Committee at their next meeting. John DeFoe stated that the PA would get back to the MDA before parking enforcement begins.

Main Street Bridge Painting – the Executive Committee has met to decide what messaging should go on the bridge under METUCHEN. Jay showed a draft of what the painting would look like with a different message on each side – Shop Small, Shop Local on one side, and Explore, Experience, Enjoy on the other side. The Board approved this and authorized spending \$10,000 for the painting of the bridge.

The Board approved a motion to extend Elected Member status to Flynn Funeral Home on Amboy Ave. They will receive the same benefits and rights as full MDA members and will pay an annual fee billed by the MDA equal to what their assessment would be if they were a full member.

The Board also discussed the Executive Committee's recommendation for the annual fee for Associate Members – Metuchen based business (\$500) and non-Metuchen based business (\$5000). A suggestion was made to share this information with the Chamber of Commerce before adopting the recommendation. Dottie Winhold agreed to do that. The Board will vote on this at the July meeting.

Work Plans – Isaac Kremer reviewed the budget for the remainder of the year based on approved work plans. He stated that the budget allocation may adjust as a result of the adoption of the Strategic Plan and goal setting session on 6/21. The Board approved the budget as presented.

Old Business – there was no Old Business.

New Business – Chris Flynn shared recommendations for a Coop Marketing plan to promote the downtown district. It will be a 3 tier coordinated campaign (cable TV, digital, print) done with Cablevision (now Altice). It will run on their systems within a 20 mile radius on Metuchen.

Jay suggested that the messaging in the ads include the availability of parking in the Pearl St. parking garage. The Board approved a motion to spend \$10,000 on the campaign which will run in the 4<sup>th</sup> quarter.

Jan Margolis asked if the Board had interest in adding a “board educational” segment to the Board meeting agenda. After discussion it was agreed to have one or two Board learning sessions per year rather than adding to the monthly Board meetings. Jan will inform the Org. Team about this.

Isaac mentioned that the upcoming Goal Setting meeting on 6/21 will be held at the Woodmont Metro at Metuchen Station. RSVPs are coming in and he expects to have 30 attendees.

Eric shared that following the adoption of the Strategic Plan, Vision and Transformation Strategies that the MDA may move to a project team approach rather than the current 4 standing committees in order to better coordinate and implement programs

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

The next Board meeting will be Friday, July 14, 2017, at 8am at Hailey’s.

Submitted by Jay Muldoon