

METUCHEN DOWNTOWN ALLIANCE MINUTES

October 13, 2017

8:30 A.M.

In attendance: Eric Berger, Grace Shackney, Jay Muldoon, Michelle Schutz, Bobbie Theivakumaran, Chris Flynn, Stuart Schooler, Peg Inglese, Allison Inserro, Diana Callinan, Anthony Campisi, Dottie Winhold, and Gary Tibor. Not present: Leon Schwartz. Staff: Isaac Kremer. Team Chair – Elaine Edgcomb, Chair of Innovation Team.

Eric Berger, MDA Board Chair, opened the meeting. Motion was made to approve the July, August and September minutes. Motion passed.

Chairman's Report – Eric Berger gave an update on negotiations with CVS. They have agreed to a 5 year lease for outdoor pop up market space. Would be 2 days a week in the spring, summer, fall and between Thanksgiving and Christmas.

Executive Director Report – Isaac informed the Board that staff from the National Main Street Center will hold a training for New Jersey Main Street organizations on December 11th. It will be held at Metuchen Borough Hall.

Team Reports

Communications Team – Chris Flynn announced that the Downtown Metuchen TV commercial starts today and will run on various cable stations through early January, 2018.

Family Friendly Team – Bobbie Theivakumaran stated that Haunted Downtown is scheduled for Saturday, October 28th

Getting it Done Team – Grace Shackney gave an update on the plans for Downtown Holiday lighting – DPW will put up globes and wrap the lampposts with lights on Main, Highland and Hillside as they did last year. They will install globes in expanded locations in the district. We will need volunteers to help wrap the lampposts in the expanded locations. Sportsplex may be able to help with the lampposts at the end of Middlesex Avenue. The Jessens have agreed to hang lights on South Main and Amboy. Chris Crane has reached out to the Boy Scouts to help.

Dottie Winhold suggested using the Metuchen Mirror to do features on District businesses.

New Business – Isaac was asked by owner of the Jewel Shop about the MDA contracting services for snow removal. The owner is also concerned about crumbling curbing in front of his store. The curbing will be fixed with the new sidewalk installation next spring/summer of 2018. With regard to snow removal, everyone agreed that there are insurance issues involved. Isaac will review with our agent.

Old Business

Storefront Consultants – for \$8,500 the consultants will do a 90-minute workshop with eight businesses. These eight businesses asked for the help. Isaac would like to do the workshops in November with the MDA picking up the cost. Eric suggested we earmark \$10,000 for this in case more businesses want to participate. Isaac said this would be the last such training, after which we will do the training ourselves. Eric asked for a motion to approve \$10,000 from the 2017 budget go towards the storefront consultant workshops. Peg made the motion. The motion was seconded and approved by those present. Isaac suggested the \$25,000 line item in the 2018 budget be increased to help businesses improve.

The meeting was adjourned at 9:45am.

The next Board meeting will be Friday, November 10, 2017 at 8:30am at Hailey's.

Submitted by Jay Muldoon