

METUCHEN DOWNTOWN ALLIANCE MINUTES

April 13, 2018

8:30 A.M.

Eric Berger, Chris Flynn, Stuart Schooler, Jay Muldoon, Margaret Inglese, Michelle Schutz, Gary Tilbor, Dottie Winhold. Not present: Leon Schwartz, Bob Diken, Bobbie Theivakumaran, Diana Callinan, Allison Inserro. Staff: Isaac Kremer. Guest: Linda Koskoski.

Eric Berger opened the meeting. Motion was made to approve the March board meeting minutes. Motion passed.

Chairman's Report

Eric Berger reported:

- Agreement with CVS for use of sidewalk for public market/space still awaiting signature by building owner. Eric asked if the Parking Authority had any influence with the owner.
- Update on public artist, Steve Powers, was provided. Steve has agreed to a \$30,000 budget for murals and banners in downtown. He will attend the 4/24 Member meeting. If work can't be done this Spring, it will be done in the Fall.
- Eric reminded Board members of their responsibility to make their annual donation to the MDA.

Executive Director Report

Isaac Kremer reported:

- Attended the National Main St. conference in Kansas City along with volunteer Bernie Hetzel. Good opportunity to network with other NJ Main St. groups and others from around country. He would like the MDA to join the International Downtown Association and go to their Fall conference.
- He'll be attending and presenting at the AARP College event in Somerset in 4/20.
- Encouraged all Board members attend the Member meeting on 4/24 at 7:30pm at Woodmont.

Treasurer Report

No report given. Stuart will have a Financial report at the May meeting.

Communications Team

Chris Flynn reported:

- He met with Isaac, Eric and Jay to review marketing plan Altice budget. Decision was made to cut the Altice budget. Altice will run a new commercial, but not create it. We are keeping the geo-fencing which will include 170 MDA businesses.

Promotion Team

Bobbie Theivakumaran was not present so Isaac reported:

- Team is now called the Promotion Team.
- Downtown Loves Moms event will be held on 5/12 on the Plaza.

- Other upcoming events include:
 - Prom Fashion Show at MHS being promoted by MDA
 - MHS Pre-Prom event will be held on the Plaza
 - June – 2nd annual Kids Takeover Downtown
 - Swing Dance on 7/13
- Downtown Directory is being developed with a graphic designer which will list all MDA businesses. 2000 – 5000 directories will be printed.

Innovation Team

Elaine Edgcomb was not present so Isaac reported:

- The Business Recruitment team is doing some fact finding and interviewing potential businesses who have location in Red Bank, Middletown, Montclair and Maplewood.
- Storefront Grant application from Hailey's was reviewed. Chris Flynn left the meeting while his application was discussed as per MDA Conflict of Interest policy. \$1800 is being requested to support new outdoor dining area and new awning. Motion to approve was made. Eric Berger abstained. Motion approved. Chris returned to meeting following vote.
- Innovation grant request from What's The Scoop was reviewed. Michelle Schutz left the meeting while her application was discussed as per the MDA Conflict of Interest policy. Grant would fund a mobile ice cream cart to be used at downtown events. Motion made to approve \$710 grant. Motion approved. Michelle returned to the meeting.
- Request for grant inn support of Fitness Passport program was approved. \$750 grant awarded to promote fitness businesses in the District. Passport program will give participants the opportunity to try all fitness businesses in the District.

Getting it Done Team

Allison Inzerro was not present so Isaac reported:

- Cleaning vendor returning on 5/4. Suggestion made to promote and amplify their work so members are aware of what is being done to beautify the downtown.
- Golden Broom Award will be awarded in May.

Old Business

- Question was asked about status of planters. Two of the damaged planters have been replaced under warranty.
- Request was made to move the cones on New & Pearl on Saturday mornings and mid-day during the week to accommodate shoppers. Jay Muldoon will look into it.
- The Parking Authority had to delayed placing the order for the new parking meters due to a problem with the purchasing Co-op. The order should be placed by 5/1/18.

New Business

None.

The meeting was adjourned at 9:15am.

The next Board meeting will be Friday, May 11, 2018 at 8:30am at Hailey's.

Submitted by Jay Muldoon