

METUCHEN DOWNTOWN ALLIANCE MINUTES

December 14, 2018

8:30 A.M.

In attendance: Jay Muldoon, Chris Flynn, Stuart Schooler, Eric Berger, Leon Schwartz, Peg Inglese, Bobbie Theivakumaran (via phone), Linda Koskoski, Gary Tilbor. Not present: Bob Diken, Dottie Winhold, Dianna Callinan, Michelle Schutz. Staff: Isaac Kremer. Guest: Elaine Edgcomb.

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

Chairman's Report

Eric Berger reported:

- Update on Sponsorship meeting held on 12/7/18. Meeting minutes provided at Board meeting.
 - MDA retail promotions and events on Main St like Haunted Downtown, SBS, etc. should not have Sponsor
 - Sponsors for events on the Plaza are OK.
 - Any requests from out of district businesses to sponsor an event need to be reviewed by the Board
 - A Sponsorship team and chair need to be created in order to rise the \$10,000 budgeted for sponsorship donations
- We need to go back to using work plans for our projects so volunteers understand their roles and to reduce confusion. We will use Google Docs so that any Board member can access the work plans so they will be aware of the projects.
- No downtown employees are using the designated, reduced fee parking spots. We need new ideas on how to provide parking for downtown employees. Nexus and the Parking Authority are interested in working with the MDA on this.

Executive Director Report

Isaac Kremer reported the following activity and provided a written report at the meeting:

- Recap of Small Business Saturday event
- Update on storefront and Innovation grants
- Annual meeting scheduled for 1/24/19

Treasurer Report

Stuart Schooler reported:

- We continue to have issues getting the auditor to complete the audit of 2017. We may need to consider an out of district auditor. The DCA in Trenton has stated that they no longer require Main St organizations to submit audited financials. The MDA By-laws require an audit.
- The Borough Council is waiting to see our audit before approving the 2019 MDA budget.

- Stuart will provide the Board with the 990. It does not require Board approval.

Nominating Team Report

Jay Muldoon reported:

- Jay and Stuart are working to recommend a slate for the open positions on the Board. They recommended Chris Flynn and Sue Fitzgerald for the 2 District Business positions and Eric Berger and Jamie Visco for the two District Owner positions.
- A motion was made to approve the recommended slate. Motion passed.

Promotion Team Report

Bobbie Theivakumaran reported:

- Nifty Gifty guide and retail event on 12/22
- Plans for New Year's Eve on the Plaza

Innovation Team

Elaine Edgcomb reported:

- A group of MHS students took the photos for the products and gifts featured in the Nifty Gifty guide.
- Discussion held re. the "Rev Up" pop up retail program from Federal Realty. Pros and Cons considered, including the fee. Board to get more information and discuss before any action is taken.

Old Business

None to report.

New Business

None to report.

The meeting was adjourned at 9:30 pm.

The next Board meeting will be Friday, January 11, 2019 at 8:30am at Hailey's.

Submitted by Jay Muldoon