

## **METUCHEN DOWNTOWN ALLIANCE MINUTES**

**January 11, 2019**

**8:30 A.M.**

In attendance: Jay Muldoon, Chris Flynn, Stuart Schooler, Eric Berger, Leon Schwartz, Bobbie Theivakumaran, Linda Koskoski, Gary Tilbor, Diana Callinan, Michelle Schutz. Not present: Bob Diken, Peg Inglese, Dottie Winhold. Staff: Isaac Kremer. Guest: Sheri-Rose Rubin, Ron Severino.

Eric Berger opened the meeting. Welcome to guest Sheri-Rose Rubin. Motion was made to approve the December board meeting minutes by Chris, seconded by Leon. Motion passed.

### **Chairman's Report**

Eric Berger reported:

- For the short-term, employees will continue to park on Main Street. Exploring the possibility to raise prices on street meters?
- Reminder parking is free on the deck from Friday 5:00 pm to Sunday midnight.
- Michelle asked if we can get them to stop strictly enforcing ticketing by waiting at meters for them to expire.

### **Secretary's Report**

Isaac Kremer reported:

- Secretary absent. Isaac provided a handout of MDA membership levels.
- Big G Movers at 26 Oliver Street has expressed an interest in becoming an Associate Member.
- There was an informal consensus to invite them to become an Elective Member.

### **Treasurer's Report**

Stuart Schooler reported:

- Motion to approve Suplee, Clooney as the 2017 & 2018 auditor. Motion Chris. Second Michelle. Unanimous consent. Report due in a couple of weeks.

### **Nominating Team Report**

- Stuart Schooler reported for Stuart and Jay. Voting proceeding. Nominated slate is winning!

### **Special Presentation by Metuchen Savings Bank**

Metuchen Savings Bank, Ronald F. Severino, VP CLO reported:

- On a Metuchen Merchant short-term loan program. Handout attached. In addition, no UCC security filing and they are closing applications for this program after 10 loans or 3/31/19, whichever comes first.

### **Executive Director's Report**

Isaac Kremer reported:

- Cai Coffee \$2100 matching grant for new storefront signage and graphics. Diana Callinan left the meeting while the application was being discussed as per MDA Conflict of Interest Policy. \$1,050 is being requested for new signage and window decals. Motion Chris, 2nd Gary. Passed unanimously.

- Pyramid Vitamin. Leon Schwartz left the meeting while the application was being discussed as per MDA Conflict of Interest Policy. New Flooring, new signage, etc., \$4,500. Motion Chris, 2nd Michelle. Passed unanimously.
- Annual Meeting: Focus on Chairs and Volunteers. Great feedback so far. Need two people to manage check-in process. Sportsplex volunteered Josh Schooler, GM.
- Awards – Recognize students of MHS & their advisor, Karen Van de Castle plus the curriculum advisor for all of their volunteer work.

### **Communications Team**

Chris Flynn reported:

- Nifty Gifty more targeted than last year.
- Comcast is/was the primary vendor of choice for TV advertising. \$100,000 contract through 4/57/19. 1,836 commercials. We spent a total of \$13,000 last year.
- There is an opportunity to do 30 sec spots in 2019 and will include all of our partners.
- Approve Comcast budget. Motion- Diana, 2nd Bobbie.

### **Promotion Team**

Bobbie Theivakumaran reported:

- Mother's Day Event, Pre-prom and movie night planned.

### **Innovation Team**

Eric Berger reported:

- Elaine stepping down as Chair.
- Elaine will help with evaluation of the nine 2018 innovation grants.
- Dan Cea will take on Tech Team as an independent team from Innovation.
- Dan is also working on a delivery magnet promotion.

### **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, February 8, 2019 at 8:30am at Hailey's.

Submitted by Stuart Schooler