

METUCHEN DOWNTOWN ALLIANCE MINUTES

March 8, 2019

8:30 A.M.

In attendance: Eric Berger, Stuart Schooler, Diana Callinan, Leon Schwartz, Linda Koskoski, Gary Tilbor, Michelle Schutz, Mark Harris, Sue Fitzgerald, Chris Flynn, Bobbie Theivakumaran. Jamie Gordon. Not present: Jay Muldoon. Staff: Isaac Kremer. Guest: Sheri-Rose Rubin.

Chairman's Report

Eric Berger reported:

- Public Art meeting well attended by approximately 40 people.
- Goals: Sculpture for Imagination alley; Paint Adirondacks chairs, call for artists are being created
- Every Friday in July will have events in Imagination Alley including poetry, storytelling, music, language immersion.
- Parking Team - no meeting, no update.

Treasurer's Report

No report.

Executive Director's Report

Isaac Kremer reported:

- Cleaning and maintenance. CDS is increasing the price to \$815, price increase accepted, and Executive Director authorized to enter into a contract.
- Google Livestream on May 8 at noon, What's the Scoop.
- A Community Thrives campaign with USA Today and Gannett Foundation to help 20 stores become better third places by improving lighting, seating, windows, and signage.

Metuchen Chamber Update

Leon Schwartz reported:

- Town garage sale /sidewalk sale

Communications Team

Chris Flynn reported:

- Restaurant commercial has been running. Working on a retail promotion piece for March.

Promotion Team

Bobbie Theivakumaran reported:

- Downtown Goes Green on April 13 starting at noon on Town Plaza.
- Downtown Loves Moms on May 4, also on Town Plaza.
- Father's Day retail promotion planned for June with a beer garden.

Technology Team

No report.

Storefront Team

No report.

Old Business

None to report.

New Business

None to report.

The meeting was adjourned at 9:15 am.

The next Board meeting will be Friday, April 12, 2019 at 8:30am at Hailey's.

Submitted by Chris Flynn