

METUCHEN DOWNTOWN ALLIANCE MINUTES

May 10, 2019

8:30 A.M.

In attendance: Eric Berger (on phone), Jay Muldoon, Chris Flynn, Stuart Schooler, Bobbie Theivakumaran, Michelle Schutz, Leon Schwartz and Mark Harris. Not present: Gary Tilbor, Diana Callinan, Sue Fitzgerald, Jamie Gordon, and Linda Koskoski. Staff: Isaac Kremer.

Chris Flynn opened the meeting. Motion was made to approve the April board meeting minutes. Motion passed.

Chairman's Report

Eric Berger reported:

- The recent editorial in the Metuchen Mirror critical of the MDA Public Art and other initiatives. Several Board members expressed opinions. Discussion was held and consensus was the MDA needs to better communicate and publicize its projects, initiatives and programs in support of our members.

Treasurer's Report

Stuart Schooler reported:

- The MDA's financial position is good. Spending is tracking under budget.
- He is working to improve some accounting processes with the Accountant to make reporting easier and timelier.
- The 2018 financial audit is completed and will be provided to the Board.
- There was discussion about the year-end reserve and \$59,250 is projected to be the reserve at year end 2019.

Executive Director's Report

Isaac Kremer reported:

- He is working to finalize the grant request to the Main Street New Jersey program which will be for façade and signage improvements for store on a section of Main Dt. From Imagination Alley towards Rt. 27. The Board voted to include a match by the MDA in the grant application.

Public Art Team Report

Isaac Kremer reported:

- Language project in Imagination Alley will kickoff on 6/28 where the 11 Adirondack chairs created by local artists will be revealed.
- Poetry, public reading, and other performances will take place each Friday in July.
- An "Art Cycle" event utilizing recycled materials will be held on the Plaza on 7/21.

Tech Team Report

Isaac Kremer reported:

- Google Live Stream was held Wednesday, May 8, at What's the Scoop. The turnout was small.
- On 6/26 a Trainer from Google is scheduled to conduct a training on tools available to the businesses on the Google platform.
- It was noted that there is a Public Art meeting scheduled for the same date and time. Isaac will look to re-schedule the Google session.

Promotion Team Report

Bobbie Theivakumaran reported:

- 5/23 – Pre-Prom event on the Plaza
- 6/8 – Concert on the Plaza from the Commuters
- 6/15 – Downtown Loves Dads on the Plaza with Beer Garden
- 6/21 – Kids Takeover Downtown

Chamber Report

Leon Schwartz reported:

- Town-wide Garage Sale was successful
- Cruise Night is starting this week and runs monthly through September
- Spring Fair is scheduled for 5/19
- Memorial Day parade and ceremony on 5/27
- Upcoming events include Yoga on the Plaza in June and Restaurant Week in July

Old Business

None to report.

New Business

- Question was asked as to whether the MDA's tents can be used by other organizations when they have events on the Plaza. Discussion took place. Consensus was that the tents were a costly investment by the MDA to be used for MDA events. The MDA does not have the resources to manage and coordinate use of the tents by other groups. The wear and tear of use by other groups could damage the tents or reduce the life of the tents causing the MDA to buy new tents sooner than expected. Our policy is to limit use of the tents to MDA sponsored events.

The meeting was adjourned at 9:15am.

The next Board meeting will be Friday, June 14, 2019 at 8:30am at Hailey's.

Submitted by Jay Muldoon