

METUCHEN DOWNTOWN ALLIANCE MINUTES

June 14, 2019

8:30 A.M.

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

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

Chairman's Report

Eric Berger was out of the country and not present so no Chairman's Report was given.

Treasurer's Report

Stuart Schooler reported:

- The MDA's fiscal state is fine. The 2018 audit is close to being completed. A draft for review is expected for the July Board meeting.
- Stuart and Isaac met with the Accountant to review changes in financial reporting processes.

Executive Director's Report

Isaac Kremer reported:

- An update on the Storefront & Public Space Improvement program was provided in the meeting packet. It contained information about the various grant sources being pursued to fund storefront and public space improvements, and businesses who applied or were interested.
- The Board requested that Isaac provide an update at each Board meeting on the businesses who have applied, been approved or been rejected for a grant in the program.

Public Art Team Report

Isaac Kremer reported:

- Language project in Imagination Alley will kick off on June 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.

Tech Team Report

Isaac Kremer reported:

- Google in person training will be presented on 6/27 at Mangia Toscano at 7pm. The program will help businesses Get Their Business Online through Google My Business.
- A minimum of 50 people are expected to attend.

Promotion Team Report

Bobbie Theivakumaran reported:

- 6/15 – Downtown Loves Dads on the Plaza with Beer Garden.
- 6/21 – Kids Takeover Downtown.
- 7/5 – Movie Night on Plaza.

Parking Team Report

Isaac Kremer reported:

- Nexus Parking will be offering 20 free parking passes in the Pearl Street parking deck for the month of July for employees of downtown businesses.
- This is another attempt to entice employees to not park in metered spots on Main Street so street parking is available for customers.
- The offer will be announced at the grow with Google event on 6/27.

Communications Team Report

Jay Muldoon reported:

- The latest video which features member salons and barbershops has been released on social media and digital platforms.
- Suggestions were given for the next video including family/kid focused businesses, service businesses and fitness businesses. Other suggestions can be sent to Jay Muldoon.

Chamber Report

Leon Schwartz reported:

- Two Cruise Nights have been held, two more scheduled through September. Several businesses asked if one could be held in October.
- Memorial Day parade and ceremony went very well.
- Upcoming events include Yoga on the Plaza in June and Restaurant Week in July.
- The theme for this year's Country Fair will be "On Broadway."
- The Chamber will be assembling another Welcome packet for new residents. Businesses are encouraged to provide offers and information for the packets.

Arts Council Report

Mark Harris reported:

- On upcoming Arts Council events including the:
 - Swing Dance on the Plaza, July 13, 7pm
 - ArtCycle on the Plaza, July 21, 2-5pm
- He handed out calendars promoting these and other upcoming events.

Old Business

None to report.

New Business

None to report.

The meeting was adjourned at 9:15am.

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

Submitted by Jay Muldoon