

METUCHEN DOWNTOWN ALLIANCE MINUTES

January 10, 2020

8:30 A.M.

In attendance: Eric Berger, Mark Harris, Isaac Kremer, Gary Tilbor, Leon Schwartz, Gary Wade, Diana Callinan, Bobbie Theivakumaran. Not present: Jay Muldoon, Stuart Schooler, Linda Koskoski, Sue Fitzgerald. Guest: Mo Atzbi. Staff: Isaac Kremer, Executive Director.

Eric Berger opened the meeting. Motion was made to approve the December board meeting minutes by Gary, seconded by Leon. Motion passed.

Chairman's Report

Eric Berger reported:

- Jenny Lai, owner of Picture Perfect Studios was nominated for vacant Business Owner seat vacated by Michelle Schutz to expire 12/31/2024
- Board members are encouraged to communicate on any property owner recommendations to Jay, Stuart, Isaac
- Suggested bi-annual meeting of chairs of committees to discuss plans, 1st meeting planned for early February with 2nd around August

Secretary's Report

- No report.

Treasurer's Report

- No report.

Executive Director's Report

Isaac Kremer reported:

- Attended Borough and Middlesex County reorganization meetings, encouraged by focus of Mayor on downtown revitalization during his remarks
- Met with potential commercial brokers who may be helpful in filling retail spaces
- Plans to meet with retail stores on business feedback
- ED to send details to members on AMEX and EDA micro financing opportunities

Public Art Team Report

Eric Berger reported:

- Working on short term project similar for 2020
- JuniorBug mural to be replaced with new mural

Storefront Team Report

Bobbie Theivakumaran reported:

- Working with businesses on approvals for new grants
- Working with existing business owners on new murals

Tech Team Report

Isaac Kremer reported:

- No report.

Promotion Team Report

Bobbie Theivakumaran reported:

- NYE recap and fundraising of \$525 for Metuchen Fire Department
- Upcoming Valentine's Day promotion
- Downtown Goes Green on April 25th to celebrate earth day

Parking Team Report

Eric Berger reported:

- Parking Authority working with Nexus on parking study
- MDA to work to understand study and how it may impact businesses

Communications Team Report

Bobbie Theivakumaran reported:

- Businesses encouraged to share videos and media
- Discussion of holiday shopping and feedback on combining events for 2020 holiday season

Chamber Report

Leon Schwartz reported:

- Look forward to exciting year
- Will be updating website
- Will be distributing business directory to new residents

Arts Council Report

Mark Harris reported:

- Upcoming Valentine's day event at Westerhoff
- Resuming monthly Sunday jazz events which at Old Franklin Schoolhouse
- Working on new projects with local artists

Nominating Committee

- No report.

Old Business

None to report.

New Business

None to report.

The meeting was adjourned at 9:20am.

The next Board meeting will be Friday, February 14, 2020, 8:30am at Hailey's.

Submitted by Bobbie Theivakumaran