



## Local Shoppers Poll

A lot of interesting data was collected in a survey the **Metuchen Downtown Alliance** conducted with the help of a consulting firm. It included insights like these:

"Survey participants want more retail options in addition to all the 26 current dining establishments. Shoppers want expanded business hours and a mix of independent stores, chains, and franchises to meet their needs." The survey also revealed what types of businesses locals are interested in and much more. Contact MDA for a copy.



Registration is now open for the 2017 Main Street Now Conference in Pittsburgh, where commercial district revitalization professionals will gather from May 1-3. The conference features education sessions and tours meant to showcase the historic city's efforts to re-invent itself. Pittsburgh is the perfect learning lab to explore

how Main Streets can position themselves at the forefront of the new economy. See the website [mainstreet.org](http://mainstreet.org) for all the details.

## June Bug!

Now is the perfect time to start planning for the 10th anniversary of Metuchen's unique June Bug Art Fest, which will be held every Saturday night in June.

## Get ready for Restaurant Week

Clear your schedule (and your stomach!) for the week of March 12-19. That's when the Brainy Borough's culinary hot spots will be stars of this year's Dine Metuchen Restaurant Week. Special menus will be available from **The Greek on Main, Mariachi Restaurant, the Buttery Bake Shoppe** and more. Restaurant Week offers are being conjured up from **2 Chicks With Chocolate, Brewed Awakening, Cafe Paris, Hailey's Harp & Pub, Lollipop Land, Sushi Suzuki, Torino 2** and **What's the Scoop.**



Be sure to check [DowntownMetuchen.org](http://DowntownMetuchen.org) often for more details.



## March in Metuchen

Mud Making Magic: Community Mural Project on **Saturday/Sunday mornings** at Metuchen Senior Center

**March 2:** Ommegang Beer Dinner, a five-course beer dinner, at **Hailey's**

**March 12-19:** Restaurant Week

**March 12:** Snowflake Series Children's Concert, Old Franklin School 4pm

**March 16:** Movin' to the

music 10:30. Metuchen Library children's room.

**March 16:** Metuchen, Edison, Woodbridge Chambers networking event at Renaissance Woodbridge Hotel.

**March 17:** St. Patrick's Day celebration at Hailey's

**March 18:** Restaurant Week concert: NJ Symphony Orchestra Chamber String Quartet's 'Una Festa Musicale Italiana' 8 pm. First Presbyterian Church

**March 25:** Brainy Borough Chili Challenge at Old Franklin Schoolhouse.

**Fridays at Novita:** Lou Watson. **Saturdays:** George Fitzsimmons. Call to confirm.

## Resort Living in Metuchen

New neighbor alert! The **WoodmontMetro at Metuchen Station** is getting ready to welcome its first residents.

Applications are being accepted for move-ins beginning this month. NJ Biz recently did a profile on **Woodmont Properties**, the developer of the apartment and retail project, and there are some interesting insights into this family business.

CEO Eric Witmond explained how many of the project's amenities -- such as a swimming pool, fitness center and clubhouse -- are meant to help residents feel like they are living in a resort. He also described the types of new Metuchenites that Woodmont is targeting when the company partners with a town like this:

"What the towns are finding is, not only are they getting millennials, but on the other end of the barbell they're getting the empty nester who wants to sell their house, who lived in the community for years and years, who wants to reduce their maintenance and taxes. But they still belong to their YMCA, they still belong to their social clubs. They still want to stay in the community."

### **About this Newsletter:**

The Metuchen Downtown Alliance intends to keep members informed of progress and events with a monthly newsletter. To have your news included, contact Isaac Kremer of the MDA at: isaac@downtownmetuchen.org.



## Flower Power!

Congratulations to **Gardenia's Floral** for being named a 2017 Couples' Choice Award Winner from the website WeddingWire.com.

## The Bank CEO Next Door

Our town has good reason to be proud of Katherine Liseno of **Metuchen Savings Bank**. She's been working at the bank for 55 years and has been CEO since 1979, making her the longest-serving female bank chief in New Jersey. NJ Biz interviewed her recently and she explained the importance of community banks like MSB:

"Community banks make decisions on a local level and they're a part of their communities -- as neighbors and friends. We're entrenched in our communities. And we also offer a lot of the same products and services as the larger banks."

### **Key Facts:**

**Metuchen Downtown Alliance** represents 256 business owners, 89 property owners and inspired 3,500 volunteer hours in 2016.

## #DowntownMetuchen

In honor of **Restaurant Week**, here are some local hot spots to follow on Instagram and Twitter:

**Antonio's Brick Oven Pizza:**  
Instagram: @abopmetuchen

**Breezes Café & Grill:**  
Instagram: @breezescafe

Twitter: @breezesgrill

**Buttery Bake Shoppe:**  
Instagram: @carouselbakery

**Cai's:**  
Instagram: @caiscafe  
Twitter: @caicafe420

**Civile:**  
Instagram:  
@civile\_cucina\_italiana

**The Greek on Main:**  
Instagram: @thegreekonmain

**Hailey's Harp & Pub:**  
Instagram: @haileys\_pub  
Twitter: @haileysharppub

**Hailey's Harpcade:**  
Instagram: @haileys\_harpcade  
Twitter: @haileysharpcade

**Lollipop Land:**  
Instagram:  
@lollipoplandmetuchen

**Mariachi Mexican Restaurant:**  
Instagram: @mariachirestaurant

**Metuchen Inn:**  
Instagram: @metucheninn

**Novita:**  
Instagram: @novita\_bistro  
Twitter: @NovitaNJ

**Orchid Kosher Restaurant:**  
Instagram: @theorchidkosher

**Salsa Latina:**  
Instagram: @salsalatinanj

**Torino 2:**  
Instagram: @torino2restaurant

**2 Chicks With Chocolate**  
Instagram:  
@2chickswithchocolate

**What's the Scoop**  
Instagram:  
@whats\_the\_scoop\_nj