

METUCHEN DOWNTOWN ALLIANCE MINUTES

August 12, 2022

8:30 A.M. – The Hangout and Parlor at Hailey's, 15 Station Place

In attendance: Eric Berger, Diana Callinan, Bobbie Theivakumaran, Jace McColley, Stuart Schooler, Jenny Lai, Jason Delia, Moshe Atzbi, Lynne Mueller, Gary Tilbor. Guest: . Not present: Joanne Cruz, Jay Muldoon. Staff: Isaac Kremer.

Eric Berger opened the meeting. Minutes from the July Board meeting were reviewed and a motion was made to approve the minutes. Motion passed.

Chairman's Report

Eric Berger reported:

- Potential changes to bylaws discussed at length. Board gave input. Bylaws committee (Eric, Stuart, Jace) will review further in light of that input and will report back in September.

Treasurer's Report

Stuart Schooler reported:

- Input sought from Board for 2023 budget. Isaac signed audit form. Audit will issue shortly.

Secretary's Report

No report.

Executive Director's Report

Isaac Kremer submitted written report.

Borough Update

Jason Delia reported:

- Help is still needed to spread the word about the survey currently available on the Borough website to obtain information regarding interest among Borough businesses and residents about an alternate internet service provider to Optimum. Need about 2,000 responses and have received about 300. MDA will send out an email blast to Full Members.
- The link is here: <https://survey.fasternj.org/1209>

Arts Council Report

Lynne Mueller reported:

- August 12, 2022 Metuchen Arts Council (MAC) and Friends of Metuchen Arts (FOMA) Report to Metuchen Downtown Alliance:
 - 1. Both Jazz Night in the Parlor at Hailey's Wednesday, July 20 at 6 PM and Community Chamber Music Concert FREE-Thursday, July 28 at 7 PM were successful. Full house at the Parlor. Great Music! Chamber Music Concert was held inside the library. Duos of different instrument combinations performed.

- 2. Hearts Festival - FREE Saturday, August 13 at 3 PM - New Brunswick at NBPAC MAC and Highland Park share a booth focus continues on "Windows of Understanding". More info at www.newbrunswickarts.org<<http://www.newbrunswickarts.org>> MAC/FOMA participate.
- 3. Lonesome Pines Band Performs at Metuchen Rocks Concert - FREE Saturday evening, September 3 at 7 PM Labor Day Weekend. Outdoors on the Metuchen Plaza. Alt Country Rock and Ballads. Bring chairs and a picnic dinner! MAC event.
- 4. Central Jersey Jazz Festival - Metuchen --FREE Saturday evening at 6 PM September 10 - Metuchen Plaza. Latin Jazz Theme. Bobby Sanabria and Ascensión (nonet) is headliner. Metuchen Dance Centre dancers and Metuchen High School Jazz Ensemble big band also perform to Latin Jazz. Bring chairs. Metuchen High School Auditorium if inclement weather. FOMA / MAC event.
- 5. Rotunda Gallery at Metuchen Borough Hall - "Menancing Nature" presented by 4 artists - through the end of September. Reception date to be advised.

Team Reports

Storefront Team

Gary Tilbor reported:

- Gary Tilbor reported that all storefront grant funds have been spent or committed for 2022.
- Per Conflict of Interest Policy, Moshe left meeting during discussion and vote. Board voted to approve lighting grant for Hailey's Harp. All approved.

Promotion Team

Bobbie Theivakumaran reported:

- Summer restaurant week was less successful than February restaurant week in part due to diners being away on vacation
- Downtown Rumble Pro Wrestling September 17.

Communications Team

Dan Cea reported:

- Video remix for Great American Main Street application.
- Google Ads starting October 1.
- Ad purchased in 08840 Magazine for September wrestling event.

Innovation Team

Jace McColley reported:

- Grants awarded to DiCosmo Italian Ice and A&J Jewelers.

Public Art Team Report

No report.

Old Business

- No old business to report.

New Business

- Jenny and Diana will assist with ribbon cuttings.
- Discussion regarding Imagination Alley cleaning with no resolution.

The meeting was adjourned at 9:25 am.

The next Board meeting will be Friday, September 9, 2022, at 8: 30am at Hailey's Parlor at 15 Station Place.

Submitted by Jay Muldoon.