

## METUCHEN DOWNTOWN ALLIANCE MINUTES

November 14, 2022

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

In attendance: Eric Berger, Diana Callinan, Bobbie Theivakumaran, Stuart Schooler, Jenny Lai, Jason Delia, Moshe Atzbi, Lynne Mueller, Gary Tilbor, Joanne Cruz, Jace McColley, Dan Cea. Amar Signh. Staff- Dawn Mackey.

Eric Berger opened the meeting and welcomed new Board members Dan Cea and Amar Signh. He also welcomed our new Executive Director, Dawn Mackey. Each board member introduced themselves. Minutes from the October Board meeting were reviewed, and a motion was made to approve the minutes. Motion passed.

### Chairman's Report

Eric introduced Dawn who gave a brief report on her initial transition activities including working to ensure completion of the AARP funded "conversation corner" project. She also attended the Public Art Team meeting and looks forward to meeting with all the committees in the coming months. Dawn also met with consultant, Courtenay Mercer who is doing the strategic plan update.

### Secretary's Report

No report.

### Executive Director's Report

No report (see above).

### Treasurer's Report

Stuart Schooler reported on ongoing work on the 2023 budget and plan for repayment of EIDL loan.

### Borough Update

Jason Delia reported:

The Council introduced the cannabis ordinance in November which will have a public hearing and adoption at the 12/12 Council meeting. Jason also described his recent presentation on Rethinking the Right of Way at the NJ League of Municipalities convention in Atlantic City.

### Arts Council Report

Lynne Mueller reported:

1. Arts Cycle Update
  - a. Greenway – 11 artist – Ribbon Cutting – Nov 5 - success
  - b. The Gallery – artwork by Metuchen HS and Edgar Middle School students – Nov 19, 1-3pm
2. Metuchen Jazz “Trumpet and Harp” at Papillon Dec 11 at 3pm
3. Parlor at Hailey’s presents Jazz Night – Valentines Dy Feb 14, 2023
4. Cornerstone Jazz Series at the Library Sunday, November 13 at 2 PM

### **Team Reports-**

Organization Team

No Report.

Storefront Team

No report.

Promotion Team

Bobbie Theivakumaran reported:

1. Small Business Saturday. 11/26. Special offers and events planned – DJ, receipt wheel for prizes, Selfie with Elfie
2. Downtown Caroling – 12/10
3. Winter Market – 12/3
4. Showing of Elf the Movie with Q&A with producer 12/3 at Suite Metuchen
5. New Years Party on the Plaza 12/30

Communications Team

Dan Cea reported:

1. Haunted Downtown big success with 924 people seeing event on Eventbrite. Unified branding helped build large response for Haunted Downtown
2. Event was picked up by other websites like NJ Family
3. Traditional ad placed in the Crit
4. Plans being made for Small Business Saturday including bottom strip on front page of Star Ledger on 11/26 promoting Metuchen – thanks to Gary Tilbor

Innovation Team

No report

Public Art Team

No report

Ribbon Cutting Team

Jenny Lai shared an updated schedule

Old Business

No old business to report.

New Business

None

Meeting was adjourned at 9:10am.

Board members remained for the Strategic Plan workshop following the Board meeting.

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

Submitted by Jay Muldoon