

**Metuchen Downtown Alliance Board of Trustees**  
**Meeting Minutes**  
**Friday, October 11, 2024, 8:30am**  
**Metuchen Senior Center 15 Center Street**

**In attendance:** Eric Berger, Dan Cea, Joanne Cruz, Jason Delia, Linda Koskoski, Jenny Lai, Linda Levine, Sean Massey, Jace McColley, Jay Muldoon, Meg Loftus Suchan, Gary Tilbor, Bobbie Theivakumaran. **Not attending:** Diana Callinan, Angie Quinonez, Amar Singh **Staff:** Dawn Mackey

**Welcome:**

Meeting was called to order by Ms. Theivakumaran at 8:34am.

**Chairperson's Report**

No major updates to report from Ms. Theivakumaran. She reminded the Board that the Main Street organization audit will be next Friday and asked that the Board make themselves available that day.

**Secretary's Report**

Meeting minutes of September were shared. Motion to approve by Ms. Loftus Sucha, second by Ms. Theivakumaran. Motion approved.

Mr. Delia reminded the Board of the steps needed to update MDA by-laws for the next annual meeting. At the last meeting it was agreed to begin work on those changes mid October.

**Treasurer's Report**

No report

**Executive Director's Report**

Executive Director Mackey gave an update about the financial audit that is currently underway and thanked Linda Levine for her help with that process. As Chairperson Theivekumaran mentioned, the Main Street audit is coming up. ED Mackey gave more specifics about how that audit will transpire with rough times for each group. More detailed information will be shared prior to October 18th.

ED Mackey spoke about updates she is making to the newsletter to provide a section to highlight business promotions. She also reminded the Board to encourage district members to loop her in early as spaces are becoming available as she can help with the placement of good tenants.

The work funded by the Main Street transformation grant will be commencing shortly. There are a number of improvements including paving in Imagination Alley and lighting of the trees on The Plaza. Mr. Cea asked about the overhead Plaza lighting not being on which ED Mackey agreed to look into.

**Borough Update**

Mr. Delia informed the Board that the Borough met with the consultants working on the Main Street Safety Grant as they are getting ready to submit the final designs for approval. He provided information about what that grant entails and a rough estimate for the work. More details will be shared with the community at large and the business district will be kept informed as things progress.

**Arts Council Report**

Ms. Loftus Suchan reported that the committee's busy season is over. They have one more small art event happening at Tommy's Pond. They'll start planning for 2025 over the next few months.

### **Promotion Team**

Chairperson Theivakumaran reported that Metuchen Pops was a success with the event sponsor, Atlantic Health, being very happy with the turnout. Based on feedback, this event will likely be a good candidate to add to the yearly rotation. Next up is Haunted Downtown followed by Holiday promotions.

### **Economic Vitality / Organization Team**

According to Mr. Muldoon the team did not meet last month but would be meeting immediately following this meeting. He provided updates related to downtown parking. Amex and Discover cards will now be accepted at meters and kiosks. Negotiations are being had to bring in a second mobile parking vendor, ParkMobile. This app is used in 63 NJ towns already. Looking to have them here by the end of the year.

### **Communications Team**

Mr. Cea informed the Board that he ran extensive marketing for Metuchen Pops which was complicated by the need to pivot for the rain date. Overall very good impressions on those posts. He will now be promoting Haunted Downtown and then gearing up for the Holiday season.

### **Public Art Team**

Mr. Berger reminded the Board about the October 26th unveiling of the mural near Starbucks at 1pm. That will be followed the next day by a walk along the Greenway with a member of the Audubon Society to look for and learn about birds. This coincides with the theme of the mural and was part of the grant application. The lantern project will be looking to be installed late January into mid February. Mr. Delia to help with the Borough outreach regarding that installation.

### **Ribbon Cutting Team**

Ms. Lai informed us that Pastry Lu and Mindful Connections ribbons cuttings took place. Next will be Antonio's which is under new ownership on October 16th at 3pm. And then the ribbon cutting for the mural as was mentioned.

ED Mackey told Ms. Lai that Woofgang Bakery and Grooming as well as Khorasan Kabab will be looking to have one soon. Ram and Rooster still needs to reach out to schedule as well.

Meeting was adjourned at 9:25am.

The next Board meeting will be Friday, November 8, 2024, at 8:30am at the Metuchen Senior Center 15 Center Street.

Submitted by Jason Delia