

**Metuchen Downtown Alliance Board of Trustees**  
**Meeting Minutes**  
**Friday, December 13, 2024, 8:30am**  
**Metuchen Senior Center 15 Center Street**

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

**Welcome:**

The meeting was called to order by Ms. Theivakumaran.

**Chairperson's Report / Organization**

No report

**Secretary's Report**

Motion was made to approve the November minutes. Motion approved.

**Treasurer's Report**

No report

**Executive Director's Report**

Ms. Mackey reported on the following activities:

- Attended the Downtown New Jersey conference held in a newly opened event space in Montclair. The conference was well attended with good content and information shared. Dawn got information on a device to make banner changing faster and easier which Metuchen should look into.
- Planning a NJEDA round table event for 2/12/25 event to include resource information from the Business Action Center.
- The new owner of the former Jewel Shop is dividing the building into 2 stores. A lease has been signed for one store by Lore Ceramics who will operate a ceramics studio with retail.

**Public Art:**

- Eric Berger reported that the Team received 3 submissions for the Lantern project and one has been selected that will also include kids lanterns. The submission selected was the only large scale one received.

**Borough Update**

In Mr. Delia's absence, Jay Muldoon reported:

- MOU between the Parking Authority and Metuchen Taxi has been signed and the Borough Council approved ordinance revisions to enable the relocation of the taxi stands. This will return parking space on Penn Ave to the public.

## **Promotion Team**

Ms. Theivakumaran shared updates:

Holiday promotions planning going well for the following events:

- Gingerbread house contest, downtown carolers, brass band and Santa and Mrs. Claus this Saturday.
- last weekend before Christmas and Festivus celebration on December 21.
- New Years Eve Eve on 12/30.
- Lunar New Year on 2/1

## **Organization Committee**

Ms. Theivakumaran reported on the Board seat turnover with 2 property owner, 2 business owner and 2 resident seats needing to be filled. The Committee had received several nominations/applications from interested parties and reviewed each one. After their review they nominated the following people for the open seats:

Property Owners - Sean Yam, Frank Ascencio

Business Owners - Ian Fawcett, Luisania Moronta

Residents - Lauren Feibert, Jen Zu

Motion was made to approve this slate of Board members and motion was passed.

## **Economic Vitality**

Mr. Muldoon provided a report in the meeting package and stated that the Committee is meeting following the Board meeting.

## **Communications Team**

Mr. Cea is actively preparing promotional materials for the holiday events. Ads will be placed in the 08840 magazine and the 2025 Middlesex County Chamber of Commerce publication.

## **Ribbon Cutting Team**

No report:

Meeting was adjourned at 9:20 am.

The next Board meeting will be Friday, January 10, 2025, at 8:30am at the Metuchen Senior Center 15 Center Street.

Submitted by Jason Delia