

**Metuchen Downtown Alliance Board of Trustees**  
**Meeting Minutes**  
**Friday, January 10, 2025, 8:30am**  
**Metuchen Senior Center 15 Center Street**

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

**Welcome:**

The meeting was called to order by Ms. Mackey at 8:38am.

**Chairperson's Report**

Ms. Theivakumaran reported that preparations are underway for the MDA Annual meeting that will be taking place in a few weeks. Notices of the meeting have gone out to General Membership. She is looking forward to a productive and successful 2025.

**Secretary's Report**

Mr. Delia thanked Mr. Muldoon for recording the December meeting minutes in his absence. Motion to approve the meeting minutes by Ms. Theivakumaran, seconded by Mr. McColley. Motion approved.

**Treasurer's Report**

No report

**Executive Director's Report**

ED Mackey updated the Board on the following:

- **Budget:** She will be delivering a budget presentation to the Borough Council at the next meeting on Monday.
- **Annual Meeting:** Planning and preparing for the annual meeting which is scheduled for the end of the month. Invitations have been sent but asked the Board to remind people in person as well.
- **NJ EDA Programs:** Briefly discussed all of the businesses who were able to leverage the NJ EDA last year and Ms. Mackey's intention to continue to push those programs.
- **Business Cultivation:** Continuing work with property owners to be able to fill locations quickly as they become available.
- **New Businesses Announced:** Lore Ceramics and Fresh Twist will be coming to the space formerly occupied by The Jewel Shop. Space has been split which makes them more palatable. The alcove which existed has been removed and replaced with glass door and windows
- **Storefront Grants:** Economic Vitality approved two storefront grants including the Phattra / Metuchen Travel space. Work has already commenced there.

**Borough Update**

Mr. Delia updated the Board on the following:

- **Borough Reorganization:** Meeting to reorganize the Borough Council took place on the 1st. Suggested the Board watch the replay to hear the Mayor's annual message.
- **Borough's 125th:** This year marks the 125th anniversary of the Borough. The town is planning a number of festivities including a downtown "birthday party" which the MDA will be assisting with.

- **Parking Updates:** Parking Authority is working to add ParkMobile as an option for paying at the lots and at meters. Should be rolled out soon. Discussed the new “Public Parking” sign that was added to the parking deck.
- **Forum Public Info Session:** Informed the Board of the public information session regarding the Forum which will take place at the end of the month and encouraged the Board to attend and provide their feedback. Date of the second session conflicts with the MDA Annual meeting. The Board discussed changing the time of the meeting to allow people to attend both.

### **Arts Council Report**

Ms. Loftus Suchan informed the Board that the Arts Council has submitted their event dates to the Borough for the new year. Porchfest planning has commenced as has the annual FOMA gala.

### **Organization Team / Promotion Team**

Ms. Theivakumaran reported that the organization team put in a lot of work at the end of the year finishing up the bylaw changes and preparing for the annual meeting. As for promotions; they have also had their meeting with the Borough to discuss event dates for 2025. First up is Lunar New Year. Working this year to add even more cultural elements than in the past. Due to expected chilly weather; timing of the event has been shortened to 12:30 to 2.

Some brainstorming was done for the Borough birthday party. Looking to cultivate a festive atmosphere with a lot of opportunity for community groups to be involved. Loosely based on the Big Festival.

### **Communications Team**

Mr. Cea let the Board know that things have slowed down after the holidays. There was an issue with our ad in the Middlesex Chamber Magazine but they upgraded us to a full page ad as compensation for the problem.

### **Public Art Team**

Ms. Mackey discussed the lantern project for Lunar New year which is ongoing. Workshops for both adults and children will be held at Creative Twist. She asked Mr. Delia to discuss the installation of the main art project at Peterson Park with the Borough.

### **Ribbon Cutting Team**

New businesses are coming in but no dates have been set for any ribbon cuttings at this time.

Meeting was adjourned at 9:18 am.

The next Board meeting will be Friday, February 14, 2025, at 8:30am at the Metuchen Senior Center 15 Center Street.

Submitted by Jason Delia