

## **Metuchen Downtown Alliance Board of Trustees**

### **Meeting Minutes**

**Friday, November 14, 2025, 8:30am**

**Metuchen Senior Center 15 Center Street**

**Board in attendance:** Frank Assuncao, Dan Cea, Joanne Cruz, Jason Delia, Ian Fawcett, Laura Feibert, Jace C. McColley, Sean Yan.

**Not attending:** Sean Massey, Luisania Moronta, Angie Quinonez, Amar Singh, Jennifer Zhu.

**Guests:** Linda Koskoski, Jay Muldoon, Eric Berger

**Staff:** Dawn Mackey, Linda Levine

#### **Welcome:**

Meeting called to order at 8:34 by ED Mackey

#### **Secretary's Report**

Meeting minutes for October were circulated prior to the meeting. Motion to approve the meeting minutes by Mr. Cea, seconded by Mr. Assuncao. Motion approved.

#### **Chairperson's Report**

Ms. Cruz

Worked with Dawn and various committees

#### **Executive Director's Report**

ED Mackey updated the Board on the following:

- Flemington Conference Panelist – Street Level Magic
- 2025 Great Downtown Designee – NJ Chapter of American Planning Association
- NJ 2025 League of Municipalities Conference
- Budget Planning
- Strategic plan

#### **Borough Update**

Mr. Delia & Ms. Koskoski

- Parking for Holiday's
- Master Plan Community Meeting

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

Ms. Theivakumaran reported

- November 22nd - Wicked Holiday Homecoming
- November 29th - Small Business Saturday

#### **Economic Vitality**

Mr. Muldoon

- No new storefront grant applications but we believe some will be on the way
- Working on a proposed vendor schedule for Spark 2026

## **Communications Team**

Mr. Cea

- Hit 8,000 followers on IG this month
- Videos: Haunted Downtown, RaginGeek, Music of Metuchen Mural and Downtown Does Broadway
- Print media: Ad in 08840 magazine
- Going to explore nonprofit rates for mailers
- Holidays: gift guide and other marketing ideas for the holiday season

## **Design Team**

Ms. Feibert

- 2025 Holiday Window Contest - Drawing for people who vote
- Downtown Bench Decorating
  - Jason suggested reaching out to "The Bench Guy"
- Helped convenience store choose paint color

## **Treasurer's Report**

Mr. Fawcett

- 2025 budget review
- 2026 planning

## **Ribbon Cutting Team**

- Duke's Steakhouse was Thursday November 13th, 4:00 pm
- Acting Out was October 26th

## **New Business**

Congratulations to Sean on 4-star review

Meeting was adjourned at 9:23 am.

The next Board meeting will be Friday, December 12, 2025, at 8:30am at the Metuchen Senior Center 15 Center Street.

Submitted by Jason Delia