

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