

Metuchen Downtown Alliance Board of Trustees

Meeting Minutes

Friday, December 12, 2025, 8:30am

Hatch 44 Cafe, 25 New St, Metuchen

Board in attendance: Dan Cea, Joanne Cruz, Jason Delia, Ian Fawcett, Laura Feibert, Sean Massey, Jace C. McColley, Luisania Moronta, Amar Singh, Sean Yan, Jennifer Zhu.

Not attending: Frank Assuncao, Angie Quinonez,

Guests: Eric Berger, Linda Koskoski, Jay Muldoon

Staff: Dawn Mackey, Linda Levine

Welcome:

Meeting called to order at 8:43 by Mr. Delia.

Secretary's Report

Meeting minutes from November were circulated prior to the meeting. Motion to approve the November minutes was made by Mr. McColley, seconded by Mr. Cea. Motion approved.

Executive Director's Report

Ms. Mackey provided an overview of year-end and upcoming initiatives:

- Planning Awards: Representatives from the MDA and Borough will be attending the American Planning Association New Jersey Chapter reception to receive the Great Downtown award.
- SCORE Mentor Planning
- 2026 Planning: Preliminary discussions have begun regarding next year's goals and program priorities.

Borough Update

Mr. Delia gave an update on the delayed Main St Safety project and Ms. Koskoski provided more information on the reason for the delays.

Promotion Team / Organization Team

Ms. Theivakumaran submitted her report on ongoing holiday weekend promotions, which continue to drive strong foot traffic downtown. Yearly reviews for ED Mackey were circulated prior to the meeting and discussed as a group prior to the Board meeting.

Economic Vitality

Mr. Muldoon shared updates on downtown business development:

- Storefront Grant Program: Three grants recently approved
 - Greenhouse, Fresh Twist, and Salad House
 - Most grant money has now been distributed
- Spark Downtown: Mr. Muldoon provided updates on upcoming vendors

Communications Team

Mr. Cea provided an overview of year-end marketing efforts:

- Holiday Video Campaigns: A series of "owner reels," "What's in the Bag" features, and "Shop Small" videos showcasing local merchants.

- Gift Guide Posts
- Print Advertising: Ad running in 08840 Magazine

Mr. Cea also informed the Board on his desire to step down as Marketing committee lead but his commitment to help in the transition and continue producing reels. The Board thanks Mr. Cea for all of his efforts.

Design Team

Ms. Fiebert reported on holiday design and beautification efforts:

- Holiday Décor: Seasonal decorations installed throughout the district.
- Window Decorating Contest: Active participation from local businesses, helping to create a festive and engaging downtown atmosphere. Over 800 votes have already been submitted.

Ribbon Cutting Team

No new ribbon cuttings currently planned but likely will have one soon for Fresh Twist who had their soft opening last week.

Meeting was adjourned at 8:55am.

The next Board meeting will be Friday, January 9, 2026, at 8:30am at the Metuchen Senior Center 15 Center Street.

Submitted by Jason Delia