

Metuchen Downtown Alliance Board of Trustees
Meeting Minutes
Friday, January 9, 2026, 8:30 am
Metuchen Senior Center 15 Center Street

Board in attendance: Dan Cea, Joanne Cruz, Ian Fawcett, Laura Fiebert, Jace C. McColley, Sean Yan, Jennifer Zhu, Sean Massey

Not attending: Luisania Moronta, Angie Quinonez, Amar Singh, Frank Assuncao, Jason Delia,

Guests: Linda Koskoski, Jay Muldoon, Eric Berger

Staff: Dawn Mackey, Linda Levine

Welcome:

Meeting called to order at 8:35 by ED Mackey
Laura Fiebert - Voted in as secretary

Secretary's Report

Meeting minutes for December were circulated before the meeting. Motion to approve the meeting minutes by Mr. Cea, seconded by Mr. Massey. Motion approved.

Executive Director's Report - Dawn Mackey

Annual meeting will be held February 2nd. The next board meeting will be held on Tuesday, February 10, the same day as the audit. Meeting will be held at Acting Out

Street fair negotiations

Discussion regarding the future of the Metuchen Street Fair and ongoing negotiations with vendors and the Borough.

A new vendor contact has been identified and is open to working collaboratively with the MDA and local businesses. It was noted that the former vendor submitted a presentation with 52 resident signatures containing inaccurate information shared with residents.

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Proposed Improvements

- Avoid back-to-back vendor tents
- Prioritize placement in front of closed businesses
- Maintain clear sidewalk access
- Offer discounts for Metuchen businesses
- Subsidize tents for interested local businesses

Borough Update: Linda Koskoski

The Main Street project timeline has been pushed back due to upcoming street and water infrastructure work.

The Grove Street bridge project will begin after the last day of school and is expected to be closed for approximately 20 weeks.

A bike lane connection from Hillside Avenue to Grove Street is planned. A temporary bike lane may be installed as early as May.

A resident survey has been distributed to gather community feedback.

Promotion Team / Organization Team: Bobbie Theivakumaran

Lunar New Year

Lunar New Year celebration scheduled for February 21. The parade route will be modified. Some performances may be moved indoors to Acting Out to improve crowd flow and safety. A five dollar fee was discussed to support crowd control measures.

Valentine's Promotions

Promotions planned for Friday and Saturday, February 13 and 14.

MDA 10th Anniversary

To mark the ten-year anniversary of the MDA, fifty reprints of the original poster will be produced and used as a fundraiser.

Event Programming Review

Pre Prom and Eve of the Eve events will no longer be produced by the MDA due to low return on investment. These events may be handled by the Recreation Department going forward.

Future Programming Ideas

Additional community-focused events were discussed, including wellness-themed events, dog-friendly events, and similar initiatives.

Organization Team: Bobbie Theivakumaran

Committee chairs to submit 2026 work plans. Going forward more communication between teams. Possible committee chair meeting in January.

Economic Vitality: Jay Muldoon

Spark updates. The program is performing well, with positive feedback. Businesses are currently scheduled through June. Additional efforts will focus on educating the community about what a pop-up is and how the program works.

Communications Team: Joanne Cruz
Proposed Marketing strategy Q1

Quarterly themed promotions are being developed, with collaboration across teams to support and amplify campaigns.

Video Content

Short thirty second videos featuring local business owners are performing well, with view counts ranging from three thousand to thirteen thousand. Concepts include owners highlighting their businesses and “what’s in your bag” style features.

10th Anniversary Video

A commemorative video highlighting the growth and impact of the MDA over the past ten years is in development. Bobbie will confirm available content within the video bank for additional use. Brandon will gather after the photos. Additional historic photos will be sourced from the Borough planner.

Design Team- Laura Fiebert

Winding down the holidays. The window decoration contest was a success.

Treasurer’s Report: Ian Fawcett

Working on 2026 budget planning

Ribbon Cutting Team

Nothing scheduled for January. A Fresh Twist and Greenhouse Music is planned for February.

Business Updates

The Salad House project is in progress. Cigar shop space transitioning to a spa concept

The meeting was adjourned at 9:33 am.

The next Board meeting will be held on Tuesday, February 10, 2025, at 8:30 a.m. at the Metuchen Senior Center, 15 Center Street.

Submitted by Laura Fiebert