

Metuchen Downtown Alliance Board of Trustees

Meeting Minutes

Tuesday, February 10, 2026, 8:30 am

Acting Out, 418 Main Street

Board in attendance: Joanne Cruz, Daniel Cea, Ian Fawcett, Laura Fiebert, Sean Massey, Jace C. McColley, Sean Yan, Linda Levine, Frank Assuncao, Eric Berger

Not attending: Luisania Moronta, Angie Quinonez, Amar Singh, Jason Delia, Jennifer Zhu

Guests: Linda Koskoski, Jay Muldoon

Staff: Dawn Mackey, Linda Levine

Welcome:

Meeting called to order at 8:30 by ED Mackey

Secretary's Report

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

Executive Director's Report - Dawn Mackey

Annual Meeting Recap – Business owners shared that they prefer more direct communication rather than email, favoring personal visits or text messages. The team is looking into Constant Contact to see if permissions to support this approach.

Events – Large scale events organized through the Promotions Team are very costly. For 2026, the intent is to reduce or adjust events that are not generating business for downtown and instead focus on smaller pop up events that help keep Metuchen visible and active in the community.

Budget – The MDA will attend the upcoming Borough budget meeting. At this time, it is expected that the MDA budget will remain the same for 2026.

Borough Update: Jason Delia (absent)

Mayor Busch shared an update regarding the gas station property near the Forum Theater. An RFQ is being issued to explore potential restaurant and catering partners for the Forum Theater space. The opportunity would include a liquor license. Still waiting on CAFE grant.

Group discussed "Starting a Business" link to be made more prominent on the MDA website. Building owners are also encouraged to notify the MDA when commercial spaces become available.

Promotion Team / Organization Team: Bobbie Theivakumaran

Discussion around the Valentine's Day promotional efforts.

Wellness Weekend (April):

Planning is underway for a Wellness Weekend in April featuring workouts, healthy food options, and programming focused on spiritual and mental health. Atlantic Health will sponsor the weekend and provide free blood pressure checks.

Organization Team: Bobbie Theivakumaran

Economic Vitality: Jason Muldoon

Refer to the attached Economic Vitality meeting minutes. All storefront grant funding has been expended. Spark is booked through July, and efforts are ongoing to secure additional businesses to fill the space through the end of the year.

Communications Team: Joanne Cruz

Working with the Promotions Team to advertise local offers through social media. Collaborating with Brandon to create new content. The team is also exploring hiring additional support and looking into text messaging as another way to communicate promotions.

Design Team- Laura Fiebert

Downtown benches decorated for Valentine's Day

Treasurer's Report: Ian Fawcett

Financial Report – December 2025:

The annual landscaper bill was received, bringing total expenses to just over \$50,000. The MDA remained within budget, and the decision was made to keep the budget the same for 2026.

Ribbon Cutting Team

Fresh Twist and Greenhouse Music - delayed

The meeting was adjourned at 8:55 am.

The next Board meeting will be held on Friday, March 13, 2025, at 8:30 a.m. at the Metuchen Senior Center, 15 Center Street.

Submitted by Laura Fiebert