

Metuchen Downtown Alliance Board of Trustees
Meeting Minutes
Friday, July 10, 2026, 8:30 a.m.
Senior Center, 15 Center Street

Board in Attendance: Joanne Cruz, Daniel Cea, Laura Fiebert, Sean Massey, Eric Berger, Luisania Moronta, Sean Yan, Jace C. McColley, Jennifer Zhu, Nunzio Moudatsos, Josh Khan
Absent: Linda Koskoski, Frank Assuncao, Ian Fawcett, Jason Muldoon, Jason Delia

Staff: Dawn Mackey, Linda Levine

Welcome:

Meeting called to order at 8:35 a.m. by ED Mackey.

Chairperson Report – Joanne Cruz

Nothing to report.

Secretary's Report

The meeting minutes for June were circulated prior to the meeting. Motion to approve the meeting minutes by Dan Cea, seconded by Sean Massey.

Executive Director's Report – Dawn Mackey

Main Street America Economic Ecosystem Initiative:

Aims to engage regional stakeholders, including municipalities, the county, Provident Bank, and the NJEDA. While survey participation was limited, valuable feedback was gathered during the annual meeting regarding business concerns in Metuchen. The program will provide a free assessment of downtown events and access to visitor traffic data.

Weekly Music Series:

The weekly music series kicked off this past Wednesday. Attendance started slowly but grew to approximately 80 people in the plaza. The inaugural band received positive feedback.

America 250 Celebration:

The America 250 celebration was successfully held with strong attendance and favorable weather.

Business Development:

A new vinyl record store has been secured as a downtown retailer. Moez has also completed its soft opening.

Parking QR Code Initiative:

The MDA will distribute 1,000 branded QR codes directing visitors to evening parking during the ongoing construction. The QR codes will be branded as compliments of the MDA and supported by a marketing campaign.

Borough Update – Jason Delia

N/A

Organization Team – Bobbie Theivakumaran

N/A

Economic Vitality – Jason Muldoon

Committee meeting minutes for June were circulated.

Progress continues on the district gift card program. Artwork is being revised, and the program is expected to be ready for launch within the next few weeks.

Promotions Team – Bobbie Theivakumaran

Planning is underway for the Summer Concert Series, including preparations for the major concert event scheduled for July 22. The board noted a particularly busy June, with five major community events held over five weeks, including Pride, Juneteenth, Kids Takeover, the World Cup Watch Party, and the America 250 celebration.

Communications Team – Joanne Cruz

The new social media manager has been onboarded and is introducing new strategies to expand engagement. Planning continues for the MDA's 10th Anniversary video, along with an advertisement in *08840 Magazine*. Upcoming event promotions and communications are being coordinated, including testing new outreach methods through Constant Contact and text messaging. Businesses are encouraged to participate in the Friday Roundup to promote special events and offerings. Plans are also underway to bring back After Hours networking events and expand retail pop-up opportunities. The group reviewed the MDA 10-year video, with plans to begin rolling it out next week.

Design Team – Laura Fiebert**Transformation Grant Update:**

The MDA was awarded a \$99,000 Transformation Grant. Planned initiatives include the installation of a water feature and a storefront refresh program.

Treasurer's Report – Ian Fawcett

N/A

Ribbon Cuttings**Recent Ribbon Cutting (June 10):**

Maria's Brunch celebrated its grand opening with a ribbon-cutting ceremony.

Upcoming Ribbon Cutting:

None scheduled.

Meeting adjourned at 9:30 a.m.

The next Board meeting will be held on Friday, August 14, 2026, at 8:30 a.m. at the Metuchen Senior Center, 15 Center Street.

Submitted by Laura Fiebert