

Summit Downtown, Inc.
Board of Trustees Meeting
June 24, 2026, 8:00AM
In-Person/Zoom Meeting

Members Present: Mayor Elizabeth Fagan, Karen Schneider, Peter Lloyd, Ray Merritt (ZOOM), Rocco Flores (ZOOM), Kristen Scalia, Annette Dwyer, Bill Robb, Beth Welsh, Leslie Herman, Michelle Kalmanson; Staff: Nancy Adams, Wyndham Rothblatt, Marin Mixon.

Members Absent: Tammie Baldwin, Daniela Bilotta Schreier, Chantal Landman

Members of the Public: No members of the public.

Bill Robb called the meeting to order at 7:58am. Bill asked for a motion to approve the May 27th Board of Trustees meeting minutes. Mayor Fagan motioned for approval, Annette seconded, all approved.

The meeting started with the introduction of our new Board Member from City Council, Michelle Kalmanson, who replaced Bob Pawlowski (who resigned from Council in May).

COMMITTEE/PROJECT REPORTS

Design Committee Updates – Annette

Annette updated on the new planting work on the tree wells. Overall, a couple of thank yous. First, to the SDI Marketing Group and the Mayor for their Instagram posts and more. Everything went well even with the heat and dry spell; thanks to DPW and to the businesses to whom we gave watering cans so they can also water the tree wells later in the day each day. Mention of a rodent issue in downtown Summit – there's a rodent nest in Lyric Park; she reported cleaning out a lot of dead growth and weeds which makes it less inviting to rodents. Planning to meet with the Summit Garden Club. Will continue to work with sponsors and partners for recognition and support.

Sunflower Story - The board learned more about the background of the sunflower project, including that it is connected to community members honoring loved ones lost to cancer. Conversations with the local planters were described as positive and collaborative. Rather than removing sunflowers entirely, the recommendation was to relocate them to more appropriate locations such as parks, larger planting areas, or planters. The narrow strip near the DeForest parking area and black fence was viewed as an unsuitable location because of limited space, a lot of pedestrian traffic, and maintenance concerns. The board emphasized compassion toward those behind the project while also managing downtown landscaping professionally. Members discussed the possibility of creating a dedicated memorial garden or plaque so the project could be celebrated in a more permanent and organized way. Final decisions were intentionally deferred until after seeing this year's blooms, with additional conversations planned before making longer-term recommendations.

Financials – Bill Robb / Ray Merritt

Ray reported the financials look good and we're in good shape. He asked Bill to report the specifics since he's not able to be in front of his paperwork. Bill reported, as of May 31st, \$385,287.22 in assets. Same in total Liabilities/Equities. Through the first five months of the year, we have \$162,093 in revenue and a total expenditure of \$183,087, so a net operating loss of \$20,994. Everything else is going along generally within our budget and we're in good stead. Still waiting to receive assessment revenue. Grant environment is becoming increasingly more difficult, so the budget meeting for next year will be important to review. Beth moved to approve the financials, Karen seconded, all approved.

Event Updates: Family Fun Night, Street Sounds, World Cup – Wyndham Rothblatt

Family Fun Night was a good turnout, however slightly lower than in recent years, however the amount of time people stayed at the event was much longer than past years. Approximations of the data were mentioned, but the reports were not provided due to technical complications.

Street Sounds has been going well - albeit extremely weather dependent. Internally discussing a Student Street Sounds model to add to the Fall edition to incorporate families and friends to come visit our downtown.

World Cup – given the very hot weather of the opening game, and that we had never done a watch party event quite like this – there was a feeling that there was a good crowd despite it being a feel like of 105°F, plus it was the first match and on a workday. There is belief that the Finale on Sunday, July 19th will bring more people. Additional volunteers will be needed for the finale.

The discussion of Placer.ai & its future was brought up. A hail marry meeting before the end of the week was mentioned by Bill to discuss a potential extension of utilizing its data for the following month.

Multiple reports were requested to be pulled after the meeting:

- Total # of visits versus last year& Dwell Time
 - o On an Annual, quarterly, and month to month basis
 - o Alongside Zip Code reports
- Summer traffic discrepancy
 - o Anecdotal understanding is that traffic drops significantly
- Larger Events & Farmers Market
 - o Year over year

Cars & Croissants was a huge success for a beautiful Father's Day morning in downtown Summit!

Marketing Committee Updates – Kristen Scalia

The new Retailer's Roundtable has had a few successful meetings and has brought up a some ideas to see if SDI would be able to aid/assist in creation and/or promotion.

A Downtown-Wide Sidewalk Sale in August was requested. It was chosen in August because historically it had been done in August (hasn't been activated in about a decade), and people would look for this specifically. The thought is to also frame it as a late summer "clean-out" for retailers. It was discussed as a Friday, Saturday, but an additional Thursday was recommended to increase the window of the event. It was set that August 27-29 would be the dates for the event. Discussion shifted into the complications of adding the new event to the plate of SDI, regarding design, promotion, short lead time, and more, however it was ultimately determined that SDI would attempt to make it happen – to keep it consistent as an SDI branded event.

Downtown Retailer Map update – There are now over 90 retailers that have signed up for the downtown retailer map! There was a reminder regarding a request from May's board meeting of supporting the map was bought up to gauge the support levels and ability for SDI to financially contribute to the printing costs. Additionally, the businesses that have signed up for the map are also a part of a developing list for outreach/contact by the retailer's group to aid in SDI communication with retailers.

Holiday Window Decorating Contest – postponed discussion until the July Board meeting

Postcard Initiative – Wyndham - This has been put on the back burner with all of the other events going on this year and now into the summer; the Board agreed. The goal is to launch it in the next couple months; however, it may be pushed to complete a full-scale launch at the start of 2027.

Summit Public Art Updates – Leslie

October 16th is the Anonymous Arts Show in the Living Room of the Albion Hotel. They are still looking for participating artists. The tickets are \$100 for the evening. There will be a street banner for the AA show that will go up in the beginning of October, through the event date.

Common Council Updates – Mayor Elizabeth Fagan & Michelle Kalmanson

Brief mention of designing and beautifying the utility boxes in downtown Summit, Councilwoman Kalmanson wanted to know if this was something of interest from SDI Board. Nancy and Beth mentioned it's been discussed before with thoughts of using the boxes for more public art, others think leaving them plain black makes them kind of disappear, which is good. More to discuss in the future.

New Business – Bill

None.

The meeting was adjourned at 9:37am. The next BOT meeting is at 8AM on July 29, 2026, at Lois Schneider Realtor conference room.