

Summit Downtown, Inc.
Board of Trustees Meeting
January 28, 2025, 8:00AM
In-Person/Zoom Meeting

Members Present: Bill Robb, Mayor Elizabeth Fagan, Kristen Scalia, Leslie Herman, Peter Llyod, Beth Welsh, Karen Schneider, Annette Dwyer, Rocco Flores, Bob Pawlowski. Staff: Nancy Adams, Wyndham Rothblatt, Marin Mixon

Members Absent: Tammie Baldwin, Chantal Landman, Antonietta LaVecchia, Leslie Herman

Members of the Public: None

The meeting was called to order by Vice Chair Karen Schneider.

COMMITTEE/PROJECT REPORTS

Financials – Bill Robb

Financial reports were presented by Bill, followed by a detailed review of the proposed [2026 budget](#). (The financial report was approved after being motioned by Bill and seconded by Kristen.) The budget reflects grant funds remaining from the 2025 grant; last year \$75,000 of the \$150,000 grant was received and paid to the City for the 2026 paving of the alleyway. During discussion, Annette raised the question of whether a special allotment could be established at a later date for a tree wells improvement project prior to budget approval. It was noted that if such an allotment could not be accommodated, consideration should be given to postponing the vote on the 2026 budget. The Finance Committee will meet before the next Board meeting and hopefully, we'll be able to approve the budget in February.

Executive Committee Elections

The Board conducted elections for the Executive Committee. The following officers were elected by unchallenged vote and duly approved:

- Chair: Bill Robb
- Vice Chair: Karen Schneider
- Treasurer: Ray Merritt
- Secretary: Rocco Flores

2026 Board Meeting Calendar

The Board reviewed and voted to approve the 2026 meeting calendar. Scheduled meeting dates are as follows:

February 28

March 25

April 29

May 27

June 24

July 29

September 30

October 28

December 9

Board Commitment and Conflict of Interest Policies

Nancy presented the [Board Commitment](#) and [Conflict of Interest](#) policies to the Trustees. She explained that best practices require Trustees to read and sign these commitments in order to serve on the Board.

They were distributed at the meeting for those present to read and sign.

2025 Gift Card Program Summary and Giveaway Update

Nancy presented a summary of the 2025 Gift Card Giveaway Program. Up to \$10,000 was allocated for the giveaway, resulting in \$29,530 in gift card sales. An additional \$4,130 in supplementary gift cards were distributed, bringing the total to 162 cards. Estimated future revenue generated for Summit Downtown businesses is projected to exceed \$33,000. Nancy further noted that transactions typically exceed the gift card value by approximately 50%. Beth requested that a study be conducted to assess the remaining value of unredeemed gift cards and requested a report on where the gift cards are being redeemed. After the meeting Nancy distributed this [report](#).

Event Updates

Wyndham reported a wrap-up of 2025 events, followed by a preliminary lookahead regarding a potential World Cup Watch Party. The dates being considered are Thursday, June 11 (opening day) and July 19 (final game). Mayor raised concerns about parking and Parking Services' concerns about losing revenue back-to-back Thursdays in Bank Street Lot since Family Fun Night would be Thursday, June 4.

Marketing Committee Update

Kristen provided an update on behalf of the Marketing Committee and inquired about the availability of data related to unused gift cards. She shared that her business utilizes email segmentation to encourage redemption of unused balances. Wyndham indicated that such data was not currently available and it would be harder to get for SDI since we're not just using a customer list, but software through EML Financial Services that doesn't keep track of email address as a distribution list.

Design Committee Update

Annette presented an extensive plan focused on improvements to downtown tree wells. The discussion extended for more than one hour. No formal vote/decision was achieved at this time. Bill paused the vote in order to incorporate the landscaping company Halls as a second bid proposal. The Board will consider a vote on allocating \$20,000 or more toward the tree wells project at the next scheduled meeting.

Common Council Update

Bob said that at the next SDI meeting he would like to address the string lights in town. They need to be replaced or reworked. Suggestion that excess gift cards or SDI could donate gift cards to the Summit Housing Authority for their game nights. Mayor thought a very good suggestion.

The meeting was adjourned at 10:15 am.

The next BOT meeting is at 8AM on February 25, 2026, at City Hall in the Whitman Room.