

Summit Downtown, Inc.
Board of Trustees Meeting
October 29, 2025, 8:00AM
In-Person/Zoom Meeting

Members Present: Claire Toth, Bill Robb, Antonietta LaVecchia, Mayor Elizabeth Fagan, Kristen Scalia, Delia Hamlet, David Bernat, Peter Llyod, Annette Dwyer. Staff: Nancy Adams, Wyndham Rothblatt

Members Absent: Tammie Baldwin, Ray Merritt, Leslie Herman, Beth Welsh, Karen Schneider

Members of the Public: None.

David Bernat called the meeting to order at 8:04am. He asked for approval of the August and September minutes. Bill moved approval, David seconded, all approved.

COMMITTEE/PROJECT REPORTS

Financials – Bill Robb

He reported that for the month of September, total assets of \$382,400. Activity: income largely focused on entry fees, grant of \$7500, car show revenue and beer garden. We have been in touch with the city for the third quarter assessment, which we haven't received yet. Bill needs dates for the Finance Committee to meet and begin the budget. Motion to approve the finances from Claire, seconded by Antoniette, passed unanimously. Bill said we have reached out to the city to get our 3rd quarter assessment; Claire later reported that it will be on the bills list for December. Nancy asked that the 4th quarter assessment also be added to that list.

Board Elections – Nancy

We have numerous nominations for this year's open slots. We have 4 people running for the retail/first floor/storefront seat: David Bernat, Rocco Flores, Daniela Bilotta Schreier, Sarah Curiale. There's one nonretail/office/second floor seat and three nominees: Bill Robb, Betty Galvan, Glenn Potolsky. There are two property owner seats up for election and four nominees: Beth Welsh, Karen Schneider, Saad Habba, Tony Melchionna. (Karen was appointed to her first term to fill a vacancy, so she can run for one more term.) Annette opened a discussion on how to get people with certain skills to run for the Board, David said we should require potential candidates to attend prior Board meetings so they understand the work. Nancy mentioned that this is an open election for the people downtown who pay the assessment (aside from the residential seat) and that it's a democratic process and just like in other elections, we can't pick and choose who would be able to run.

Nancy added that Karen, who is chairing the election committee, asked that she bring up how the ballots will be counted. Karen suggested Nancy ask Elizabeth to see if the Clerk's office could witness the counting of the ballots and that the ballots were valid and from stakeholders. Elizabeth will talk with Rosie to see if we can coordinate Nancy and Wyndham bringing the ballots to City Hall on December 9th afternoon to count the ballots.

Stakeholder's Meet & Greet Update – David

David reported that the meeting went well on October 20th. Fewer people came, around 28, but it was still very good, and people enjoyed meeting each other and networking. Wyndham updated everyone on the upcoming holiday events and Nancy reminded businesses that there are loans and grants available through NJEDA (she reported that two businesses requested contact information for Michelle at NJEDA and she connected those businesses.) David gave an example of how businesses can market the Gift Card Giveaway program by giving a special discount to customers buying products with a Summit gift card. Antonietta recommended changing the time of the next meeting to 5:30 instead of

5:00, so perhaps 5:30 – 7:30. This meeting had a shorter lead time, Elizabeth suggested setting the dates for the year's stakeholder events at the beginning of the year and then we have time to put out Save the Date notices. Kristen added that we talked about having some educational components for things that many businesses aren't familiar enough with like social media marketing.

Gift Card Giveaway Funding – Nancy

Nancy explained that for the last two years the Board set aside up to \$10,000 to fund the promotional gift card sales event. People loved it and it did increase sales of gift cards the last two holiday seasons, and although each year the Board approved up to \$10,000, the program has only cost around \$3500-\$4500. Annette asked about the funding being approved when there are possibly competing projects that might be preferred by members of the Board. She emphasized she is not at all opposed to the gift card program but may want to fund other things like downtown recycling cans or something that her committee has been working on. The Board discussed at length and ultimately Annette moved the motion for up to \$10,000 for the Gift Card Giveaway, Mayor seconded, all voted to approve.

Marketing Committee Update – David

David reported that at the last meeting, the committee did a white board plan for marketing for 2026. The committee asked Nancy, Wyndham and Robyn to do is figure out what work we did in 2025 and what it cost and what the value of it was. They will report back, and we'll budget marketing and events accordingly. The job of the marketing committee is either to raise money through sponsorships or fund through the budget.

Design Updates – Annette

Annette reported that the current situation downtown is that we have municipal trash receptacles that are municipally owned and placed, and we have different properties privately owned with different receptacles and means for private garbage that are all different depending on the tenants and properties. We will be meeting with Citibin next week and to see if we can do a pilot program, figure out specifics and funding possibilities. She's hoping to have a solution in place by March, but hopefully a plan by December.

National Main Street Center – Nancy

Nancy reported that the National Main Street Center (NMSC) will be conducting a site visit to Summit for one day in late January or early February to assess the work of the organization and meet with members of the Board and the Director. We are a designated Main Street New Jersey (MSNJ) program, but not necessarily an accredited NMSC program and we don't need to be, but they would use the information to ensure our accreditation. There is a Great American Main Street award program that is a very lengthy process for the application that works best in towns that were super depressed with lots of vacancies and degraded buildings, but we can consider applying. Claire mentioned that when she has a whole lot of pictures and information that we could use from when she worked on the application to the National Trust for the historic designation of downtown Summit.

Event Updates – Wyndham

Preparing for the holiday events, especially Small Business Saturday (SBS), which kicks off the holiday with Carriages & Carolers, Elf Hunt, Gift Card Giveaway. Celebrate in Summit is December 20th with live ice carving. All events are 1-4pm and Gift Card sales on SBS and each of the 3 following Fridays until the 19th. We're advertising in local venues including the SHS playbill.

Summit Public Arts – Leslie was absent so there is currently no report.

Common Council Updates – Claire reported the sad news that her friend who did our accounting with Nancy, passed away this past weekend. Others offered condolences to Claire for the loss of her close

friend. Claire and Bill will contact our auditor to see if there's someone local who could step in to work with Nancy and to do the 990s and 1099s. Bill suggested SDI sending something to Robyn's family once we find out what is needed etc. to acknowledge her work; David wants to send something too. Claire also reported that the city council recently passed an ordinance that may impact downtown where the Historic Preservation Committee has review authority over any façade improvements on historic buildings or buildings in the downtown that are applying for work on the buildings' exterior. This does not impact façade work like awnings or signs. The city also passed about not riding any wheeled vehicles on the sidewalks downtown such as e-bikes, bicycles, etc. Signs have been installed that say "walk it don't ride it"; the goal is to keep downtown pedestrians safe.

Public Comment – None.

New Business – None.

The meeting was adjourned at 9:38 am.

The next BOT meeting is at 8AM April 30, 2025, at City Hall.