

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

Members Present: Karen Schneider, Ray Merritt (Zoom), Mayor Elizabeth Fagan, Beth Welsh, Kristen Scalia, Annette Dwyer, Leslie Herman, David Bernat, Peter Llyod. Staff: Nancy Adams, Marin Mixon.

Members Absent: Tammie Baldwin, Claire Toth, Bill Robb, Antonietta LaVecchia, Delia Hamlet

Members of the Public: None.

David Bernat called the meeting to order at 8:03am. He asked for approval of the April minutes, Kristen moved approval, Peter seconded, all in favor.

COMMITTEE/PROJECT REPORTS

Financials – Bill Robb

Bill was excused from the meeting and will give a report for April and May at the next meeting.

Resolution Accepting NJ Grant – Nancy

Nancy asked the Board to approve a Resolution accepting the \$150,000 grant awarded to SDI from the State. This resolution is required by the state of NJ. Kristen moved approving the Resolution, Peter seconded, all approved. Nancy will submit to the State.

Event Updates – Amanda

Family Fun Night is coming up in just a couple weeks, June 12 with some exciting additions to the event including some new businesses who signed up to participate, which is great! Summit Street Sounds starts Thursday, June 5th with over 50 musicians scheduled for the season have been scheduled including some new ones. Farmers Market is in full swing and going really well; our first special event there will be June 22nd bringing in the popular Produce Pete with his new book. Cars & Croissants was approved by Council and will be on Father's Day, June 15th. We took over the event this year with regard to the part Gregg Drummond used to play and working with car club to ensure it happens. We heard from a lot of restaurants and businesses who really didn't want to lose Cars & Croissants because it draws thousands to downtown that Sunday, also benefitting the Farmers Market and especially restaurants. Nancy noted we had to get additional insurance coverage for the event, which we did.

Marketing Committee Update – David

The stakeholders meeting is June 4, David encouraged board members to spread awareness of it. We have sponsors for food and the bar. Downtown business sponsorships not only help fund, he said, but also help promote the individual businesses. The Stakeholder meeting will include breakout sessions run by Kristen and NJEDA representative will be there to tell the attendees of programs they offer. Kristen said the different tables will each have different topics such as Retail/Real Talk, What Keeps You Up at Night, etc so business to business can get ideas or suggestions.

Updates on HTTV, David, Amanda and Robyn met with Emi and the HTTV operators and they were very receptive to changing up the style of what they film and not necessarily do Meet the Merchants. They will work with Amanda and Robyn who run the marketing and social platform and since SDI is paying for the filming, SDI's marketing people should be the ones choosing the businesses if any are chosen. Elizabeth suggested SDI let all the businesses know they can participate in some of these projects and

see who wants to participate. We're going to do different things in filming like spotlighting Farmers Market vendors, asking customers "what's in your bag?" and spotlight products, etc.

Design Committee/DCS Updates – Annette

Annette reported that we're going to establish a downtown clean team with volunteers downtown on a Saturday/month. Joining that with a PSA about garbage and personal responsibility to reduce litter. Reaching out to youth groups and community groups so it's inclusive. Annette is going to reach out to the City Clerk to see if SDI needs permission from the city for this initiative. The other thing that is kind of in development, is to formulate a system by which people or businesses can offer donations for different projects like refurbishing things downtown or sponsor a tree well, etc.

Summit Public Arts – Leslie

Leslie reported they have art for 3 more locations and they're getting permissions from the city. The piece in Lyric Park will be more horizontal than vertical and it's a very fun piece. SDI staff and SPA have met and conferred on locations downtown. David suggested an unveiling thing we could promote and Nancy added that maybe it could be at the same time as VACNJ's first Thursdays.

Common Council Updates – Elizabeth reported that a film production company will be filming at Fiorino on June 9th from 4AM – 9PM, with no parking between Springfield and Union Place on Maple that day, and no parking on Union Place between Beechwood and Maple.

Public Comment – None.

New Business – Nancy asked for the board to discuss Antonietta's request for SDI to send out information to the businesses on training for businesses provided by GRACE on Monday, June 2nd. The Know Your Rights training would be for businesses and their employees in dealing with if ICE comes into businesses to enforce immigration laws. Discussion resulted in a general agreement with Nancy sending out basic, neutral information on this training session.

The meeting was adjourned at 8:47AM.

The next BOT meeting is at 8AM June 25, 2025, at City Hall.