

Summit Downtown, Inc.
Board of Trustees Meeting
September 24, 2025, 8:00AM
In-Person/Zoom Meeting

Members Present:

Karen Schneider, Ray Merritt (Zoom), Mayor Elizabeth Fagan (Zoom), Beth Welsh, Bill Robb, Kristen Scalia, Annette Dwyer, Leslie Herman, Antonietta LaVecchia, David Bernat, Peter Llyod (left early), Delia Hamlet, Claire Toth.

Staff: Nancy Adams, Wyndham Rothblatt

Members Absent: Tammie Baldwin.

Guests: Jim Wood

Members of the Public: None.

CALL TO ORDER

David Bernat called the meeting to order at 8:04am. He asked for approval of the August minutes, Peter moved for approval, Delia seconded, all in favor. Beth asked that some of the minutes be edited to clarify what is being talked about; some of the writing is unclear. Nancy said she will edit the minutes to make things more clear, and distribute to the board.

COMMITTEE/PROJECT REPORTS

Financials – Bill Robb

Current assets of \$414,794.04, with expenses in August of \$38,084.09. Bill said we have not received the third quarter assessment revenue yet. Peter made a motion to accept the financials, Delia seconded, all approved. He introduced the auditor, Jim Wood.

Audit Presentation - Jim Wood

Financial Audit and Deficit Review

The financial report was presented by auditor, Jim Wood, highlighting a net deficit of \$5,986, with total expenses of \$38,084 and gross revenue of approximately \$32,000. It was noted that expenses are ongoing while income is spottier due to irregular city assessment payments. Wood provided an overview of the audit process, confirming that SDI's financial statements were fairly presented on the cash basis of accounting, with no discrepancies or irregularities found. The cash balance was \$433,000 as of December 31, 2024 (compared to \$409,000 the previous year).

The organization's financial performance was discussed, noting that while SDI is not break-even, SDI is operating efficiently given its size. It was explained that the gift card program is an expense but serves as a marketing tool to attract foot traffic and benefit local businesses. The auditor also reviewed the organization's budget allocation, highlighting that program services represent 77% of total spending, management 13%, and fundraising 10%. The importance of considering intangible benefits, such as attracting businesses and maintaining downtown vibrancy, was emphasized, when evaluating the organization's performance.

The board reviewed the audited financial statements, and the audit was unanimously approved by the Board after a motion by Annette and second by Karen. The board was

informed that they have a 7-day review period for the 990, after which it will be filed with the IRS unless they have comments.

Event Updates –Wyndham Rothblatt

Wyndham updated the Board: Arts and Cars was very successful with 60-70 vehicles, a new voting system, and the popular beer and wine garden (with a new large screen television showing NFL games). Welcome Back Summit, which had lower customer participation than expected despite strong business involvement, was not successful in that it took a lot of preparation work for little return. Nancy and Wyndham discussed future events, including a potential World Cup viewing party, an idea presented to them by Rocco from Pizza Vita, and upcoming activities like SDI meet and greet, trick-or-treat, Small Business Saturday, and Carriages and Carolers. The next stakeholder meeting is set for October 20th to discuss holiday plans and business activities.

Marketing Committee Update – David Bernat

Stakeholder meeting on October 20th from 5-7:30 PM will focus on holiday events and sponsorship opportunities. Wyndham is working with HTTV to capture footage of events for social media content. Video content will be created for the farmers market and other events. Brief discussion of developing an influencer marketing package to attract content creators - to promote downtown Summit. The board discussed plans for enhancing sponsorship opportunities and marketing efforts for Summit Downtown.

Design Committee/DCS Updates – Annette Dwyer

Annette reported on the progress in discussions on a new trash management system, with plans to explore the implementation of CityBIN modular units in problem areas, pending further assessment and potential funding arrangements. Will price out options and possibly develop a pilot program, she expects to make a recommendation to the board by year-end.

The board discussed the condition of recently planted tree wells in town, with Nancy reporting that Back to Nature had installed three test plantings at no cost, including locations at 40 Maple Street and 336 Springfield Avenue. Annette mentioned that while the Department of Community Services handles watering, this can be unsustainable for all tree wells and suggested implementing a co-responsibility system where property owners or businesses would maintain their tree wells, with recommendations for weekly watering during dry spells. The Board agreed that while some businesses might be reluctant to handle watering and maintaining because they don't have easy access to water, they needed to establish a system where tree well maintenance would be shared between property owners, businesses, and the city.

Summit Public Art – Leslie Herman

The board discussed a sponsorship request from Summit Public Art for their upcoming event on Friday, with sponsorship levels ranging from \$1,000 to over \$10,000. While some members expressed concerns about making direct financial contributions to nonprofits, the board agreed to promote the event through their social channels and consider ways to support public art initiatives that directly benefit downtown Summit.

Common Council Updates – Claire Toth

Claire updated the board on public infrastructure and homelessness initiatives in Summit. Elizabeth highlighted the ribbon-cutting ceremony for a new weather-protected bike shelter by the train station, which she and former mayor Nora Reytes attended. Concerns were raised about the durability and replacement of deteriorated metal tables and chairs around town, as well as questions about funding partnerships for new replacements. Nancy explained that the city owns the tables and chairs; Elizabeth noted she will reach out to Aaron Schrager about ordering new ones. She also inquired about the status of tree well wickets, which Nancy confirmed were being removed as needed, with no further action required.

Public Comment - N/A

MEETING ADJOURNED

The meeting was adjourned at 9:15 AM.

The next BOT meeting is at 8AM, Wednesday, October 29, 2025, at City Hall.