

**Summit Downtown, Inc.
Board of Trustees Meeting
June 27, 2018 8:00AM
City of Summit City Hall, Whitman Room**

Members Present: Susan Alexander, Steve Bowman, Bob Conway, Andrew Genualdi, David Gittleman, Joseph Hamilton, Beth Little, Tony Melchionna, Nora Radest, Michael Rogers, Karen Schneider, and Claire Toth. Staff: Nancy Adams, Kathryn Best, and Marin Mixon.

Members Absent: Pat Angelo and Beth Welsh.

Guests: None

Bob Conway called the meeting to order at 8:05 am.

APPROVAL OF MINUTES – Bob Conway

Minutes were presented for approval. Tony Melchionna moved that the May 2018 minutes be approved. Claire Toth seconded the motion. The motion passed unanimously.

CHAIRPERSONS REPORT – Bob Conway

Bob hopes that the other members of the Board have had an opportunity to walk around downtown on Thursday evenings since there's been a lot going on downtown. We've had Summit Street Sounds every Thursday with musicians throughout downtown. It has added some interest and vibrancy to the downtown. June 14 was Family Fun Night, a first-time event for SDI. Bob thanked Nancy, Kathryn, and everyone on the SDI staff for executing an excellent event. Nancy and Kathryn took the Board's idea for the event and ran with it. We estimate that we had over 3,500 people at the event, and overall, the most common sentiment was that it was fun event. It showed the downtown as a welcoming, fun place for families. The Board echoed Bob's comments. Nancy agreed, saying this kind of event is a community-building one that is geared toward residents and especially new residents to make them comfortable and loyal to their downtown.

David Gittleman asked if we received feedback from any of the businesses. Nancy answered that many of the "vendors" for the event were downtown businesses. They were all very happy with the exposure. Robot Revolution did a great job with their robotics activities. Excel Physical Therapy, which had only been open for two weeks, was at the event and thrilled with the amount of exposure they received. Bob added that the event is unique to Summit, as opposed to Girls' Night Out, which lots of towns have now. Nancy agreed, saying that this proved to be a good replacement for many businesses, and there were no "adult trick-or-treaters". Discussion continued.

**Nancy said that we still want to do a casual, random survey of some of the restaurants to see if they saw an uptick. We'll also have to ask Pat next month.

COMMITTEE/PROJECT REPORTS

FINANCE – Claire Toth

Claire presented the financials for May 2018. The tax revenue listed in January 2018 was really the revenue from the last quarter of 2017. Last year, SDI received the revenue for the first two quarters of the year in June. Nancy has sent an email to the treasurer requesting the revenue. Michael Rogers said he would look into it.

Claire informed the Board that SDI received a few unexpected sponsorships. We did our best to guestimate the budget for Family Fun Night, since it was a first-time event. We may have gone a little over budget, but these new sponsorships will help to offset the additional expenses. Everything else is on-track.

We did get our audit back a few days ago. The auditor couldn't be here today, so hopefully she'll be here at the next meeting since the Board needs to approve the audit. It was a very clean audit though. Claire thanked Nancy for doing such an excellent job.

Dr. Genualdi moved to accept the May 2018 financials as presented. Tony Melchionna seconded the motion. The motion passed unanimously.

GIFT CARD PROGRAM UPDATE – Nancy Adams

Our account has been transferred from our sales rep to our implementation team! We have weekly calls with our implementation specialists about all the paper work we have to fill out, etc. They will be in Summit for four days the week of August 20. They will visit all the businesses in Summit to swipe their POS systems and train the SDI staff.

We have two designs for the gift cards, one regular and one holiday. They were designed by Spitball, the same company working on our website. We're hoping to launch right after Labor Day.

DCS/SDI MEETING REPORT – Tony Melchionna

- Two big belly trash compactors will be installed by Starbucks and two will be installed in the Promenade.
- There so many mopeds parked by the train station it's becoming cramped. It's very busy at night when people are coming off the train. The mopeds are also using the bike racks. There's also a lot of "dead space" in the tiered garage. (Spaces that are too small for cars, etc.) Perhaps some of that dead space could be utilized for the mopeds, perhaps for a discounted rate. This would decrease congestion, free up bike rack space for bicycles, and hopefully the moped drivers would be happy to be able to park their bikes under cover.
- Tony thanked DPW for putting up the snow fence around Park & Shop Lot 2 for the Farmers Market customer count.
- Tree trimming was postponed.
- The second light pole in Park & Shop Lot Number 2 hasn't been installed yet.
- Tony noticed that a lot of the metal grates on the sidewalks in town are rusted, bent, and/or have a cone on them. It's dangerous and needs to be address.
- The pachysandra has been planted in the previously discussed tree wells. The pachysandra is doing well and is on a watering schedule.
- A few trees will be replaced in the Fall, including the one by Kryston's and the one by the Meat House.
- The crackdown on restaurants dumping their grease will begin next month.
- Crosswalk design was discussed. The general consensus is not to return to the decorative red brick stamping since it wears quickly and unevenly and is an unnecessary expense. They're looking at a simple "ladder" design which would just be painted on. The Mayor mentioned that the Safety Committee looked at crosswalks that have lines painted to look 3D.
- Last month, Dr. Genualdi mentioned that the flashing lights at the corner of Norwood Ave. and DeForest Ave. aren't always working. Michael Rogers answered that the City is looking into that.
- Dr. Genualdi asked about the regulations for outdoor cafes. DUE 360 seems to be further out into the sidewalk than it should be. The Mayor and Michael Rogers agreed that they would ask Leon Portine to check the plans (and enforce them, if need be) for DUE 360, Pizza Vita, Summit Greek Grill, and any other cafes that aren't leaving 4' of clearance or adhering to the plan they submitted for their permit.
- Dr. Genualdi also mentioned that during the lunch rush some restaurants that do deliveries park their delivery vehicles in the spots right in front of their business or in no parking zones. The Mayor said she would talk to Rita about enforcing that.

COMMITTEES – Bob Conway and Claire Toth

Claire and Bob informed the Board that they have been discussing potentially creating a Design Committee. One of the goals of establishing the committee would be to have some say over the design of businesses' façades. One way to do this would be to allocate money for façade grants in the budget for 2019. It would probably be a matching grant. If someone wanted to put \$1,000 into their storefront, maybe SDI would contribute \$500. Then we would have the ability to review designs, be a part of the process, and help elevate the downtown streetscape. Bob feels that this program would be a good way to give back to the businesses while still maintaining the integrity of the downtown.

Claire mentioned that the City is currently considering creating design standards. If a business wants to improve their façade in a way that is consistent with the new design standards, SDI should support that.

Nancy added that the members of the Design Committee wouldn't necessarily need to be SDI Board members. Other members of the community with design or architecture experience would be great additions. Bob added that the committee would work to create the program's guidelines so that we can be ready to launch the program in 2019. Mayor Radest added that the program should be advertised so that businesses know that the funding is available; Nancy has some sample design and grant guidelines. She also likes the idea of SDI "giving back" with the program. If anyone is interested in serving on the committee or knows someone who would be a good match, please let Nancy know.

FARMERS MARKET COUNT AND SURVEY – Bob Conway

As Tony mentioned, there was snow fencing around Park & Shop Lot 2 since we conducted a count at the market last Sunday: 3,920 people attended the market. The general consensus from the vendors was that it was an average week, so there are almost certainly even more people on holidays and when we do Sunday Funday activities. Most people came between 10am and 12pm.

We're also doing an online survey about the Farmers Market. We're trying to gauge how many vendors people go to, how much they spend, etc. There are also some questions about how Farmers Market customers engage with the downtown. We already have 600 responses.

Marin Mixon thanked Nancy for suggesting the snow fencing. Marin also reported that the vendors are very happy that we did the count and are conducting the survey. They are eager to hear the results. Marin hope we can do this every year or every other year. Marin, Nancy, and Kathryn also thanked Leti and SDI's two interns for helping out with the count. The SDI office has two excellent interns this summer: Karen Arias and Bianca Buecklers.

Bob underscored the fact that all downtown businesses are eligible to sign up for a space at the Farmers Market for free twice each season. There aren't many other places you can spend 5 hours and be exposed to 4,000 local customers for free. Mayor Radest asked if all the business spots are taken. Marin answered that there are still plenty of open spots. Marin intends to email the downtown businesses again with the list of available dates. She encouraged all the trustees to spread the word. Nancy said that she would remind businesses about the table in her newsletter.

LIABILITY INSURANCE – Nancy Adams

The SDI office, Kathryn specifically, spent a lot of hours (60 estimated) obtaining the documentation required by the City from the Family Fun Night vendors. Marin has spent countless hours getting the City's required documentation from the Farmers Market vendors too. They require two separate Certificates of Insurance, one naming Summit Downtown, Inc. as additional insured and one naming the City of Summit as additional insured. They also require a signed hold harmless agreement on top of the COIs. Two of the businesses spent hours on their own with their insurance agent trying to get the forms and weren't able to. We estimated that Kathryn spent about 60 hours just chasing down this paperwork from the vendors.

Nancy spoke to a risk manager that she knows to see if the procedure seemed standard to him. He thought that the signed hold harmless on top of the COIs was unnecessary. He also thought that if someone didn't have insurance, then having him/her sign a hold harmless instead of issuing COIs was reasonable, which has been our procedure for the musicians we're hiring, and will be the procedure for artist vendors for Arts + Cars. But, the hold harmlessness weren't the problem, it was the COIs. The risk manager suggested the best way for SDI to save some of this time is to get our own liability insurance instead of being covered by the City. That's typical of other downtown organizations, in Nancy's experience. Having our own liability insurance would allow us to issue one COI to the City and then require whatever we and our insurance provider sees fit from vendors. The City Clerk also asked for a spreadsheet listing all the vendors, their emergency contact information, the services they're providing, the date of receipt of forms, etc. This spreadsheet, in addition to all the COIs and hold harmlessness, is due two weeks before an event. It would be fine if that were possible, but it just isn't feasible.

Marin informed the Board that the clerk's office changed the wording required on the COI from what they requested last year. Of our approximately 30 Farmers Market vendors, Marin had to return about 80% of the COIs she received and go through the changes with all the vendors and their insurance providers again. The clerk's office just reached out to Marin again in the last few days and requested copies of all documents we have from all our vendors: applications, product lists, etc. Marin is waiting to respond to that request until after SDI has a meeting with the risk manager and clerk. The amount of paperwork required by the City has drastically increased in the last few years. Nancy added that the spreadsheet the City is requesting is new this year and was never mention at Property Use. Neither were the new requests for the Farmers Market.

Mayor Radest asked if SDI was aware of the reasoning behind these new requests. Nancy answered that we weren't, but, in fairness, we have been playing phone tag with Rosie and haven't been able to set up a meeting. Tony asked Michael Rogers if he had any insight into the issue. He answered that he has to talk to the clerk and risk manager about it. Without knowing any of the details, it seems to him like the process should be simplified. He also agreed with Nancy saying that all the involved parties need to sit down together. Nancy added that Peter Lijoi, a Summit resident, lawyer, and father of two of the musicians that performed at Street Sounds, suggested some edits to the Hold Harmless we ask all vendors to sign. Michael Rogers said that the appropriate parties at the City will need to review the document, but after a first glance, most of what Mr. Lijoi suggests make sense. The Board agreed that a meeting should be set, and the discussion was tabled for next month.

BOARD TRAINING – Bob Conway

We hope to have one more Board training session this year in September. Nancy is working with Suzanne Ishee of Creative Placemaking to do a presentation on placemaking.

EVENT UPDATES – Nancy Adams and Kathryn Best

FAMILY FUN NIGHT + SUMMIT STREET SOUNDS

These events were discussed at the beginning of the meeting. Both Family Fun Night and Summit Street Sounds were well received by the businesses and public.

RESTAURANT WEEK

The SDI office staff and interns are currently working very hard to get restaurants to sign up for Restaurant Week. It takes countless hours, emails and phone calls just to get restaurants to sign up. Then it's another whole process to find out what they'll be doing. We're very grateful to our interns who are thorough and persistent.

We will be having a Restaurant Week edition of Summit Street Sounds from 5:30-8:30pm on Thursday, July 19 to kick off Restaurant Week. Tony asked why the musicians at the Promenade were performing out on the sidewalk. Nancy answered that the goal of the event is to spread the music throughout town for atmosphere. They'll be heard farther away if they're at the front of the Promenade. But, they could certainly be a little farther back and they should be leaving enough room for people to get around them. Bigger bands that are louder in general can also be placed farther back in the Promenade.

ARTS + CARS

We have begun working on Arts + Cars and will be meeting with Kevin Smallwood and Melanie Cohn to discuss some of the details in the coming weeks. Artist vendor applications are being accepted, so if anyone knows any artists, please encourage them to apply.

COMMON COUNCIL UPDATE – Steve Bowman, Beth Little, Mayor Radest

Mayor Radest shared that the Morris Ave. Bridge will open this Friday or Saturday! The contractors are working very hard to get the bridge open before any impending government shut down. There may still be some minor superficial work to do, but the bridge will be open to traffic by the end of the month.

Steve informed the Board that Common Council will vote on the first-floor zoning changes at their next meeting.

Once the bridge is complete, the City will begin to do some work on Springfield Ave. from Morris Ave. to the bridge.

Mayor Radest mentioned that she has noticed, and several people have commented, that the downtown has been busy and vibrant lately. Vacancies are filling up and the downtown has been very active!

NEW BUSINESS –

Nancy updated the Board on some downtown movement. Matt Strauss, the representative from the Walter's Trust told everyone at the Stakeholder Meeting that he's very close to have the Stahl Del Duca space rented. Half of the Food Market has been rented to an eyelash extension franchise business. The other half of the Food Market is close to being leased. He is not planning on getting the building ready to add a second story.

Ani Ramen will be opening in the Bombay Bistro space fall of 2018. The Garden State News space is close to being leased as well. Nancy knows Stephanie Greco, a commercial real estate agent she worked with for years, and Stephanie said that she used SDI's Design Night and the design niche as a carrot to get this design-oriented business interested.

Mayor Radest reminded Nancy that all these new tenants should set up a meeting with Christ before they submit their application, so when they file, their application will be complete.

Rosalita Mexican is closing this Saturday. The plan is for Summit House to take the space, but Matt tells us that deal isn't finalized yet.

Claire said that other than the old HSBC space, pretty much all of downtown is rented. Even Michael Duffy has told her that he has a tenant in the works.

PUBLIC INPUT – None

Dr. Genualdi made a motion to adjourn, and Tony Melchionna seconded. The meeting was adjourned at 8:59am.

The next Trustee meeting is August 1, 2018.