



Summit Downtown, Inc.

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To: Summit Downtown, Inc. Board of Trustees
From: Tony Melchionna
Date: August 26, 2015
Re: Summit Downtown, Inc. Board of Trustees
August 26, 2015

Members Present: Bob Conway, Mayor Dickson, Rich Lorensen, Tony Melchionna, Kevin Smallwood, Susan Taylor, Robert Weakley, and Kathryn Werlein. Staff: Marin Mixon, Kathryn Best.

Members Absent: Lori Dahl, Al Dill, Sandy Lizza, and Beth Welsh.

Guests: Amy Cairns Harrison – Public Information Officer, City of Summit
Paul Cascais – Director, Department of Community Services
Annette Dwyer – Owner, MONDO Summit
Ray Gonzalez – ITO, Inc.
Pat Hurley – Common Council Member, Technology Committee Member
Rita McNany – Parking Services Manager
Robert Weck – Police Chief, City of Summit

Tony Melchionna called the meeting to order at 8:07 am.

Tony began by thanking all of the “heads of state” and their guests for attending this month’s meeting.

APPROVAL OF MINUTES – Tony Melchionna

Tony Melchionna asked if there were any edits to the July 2015 Minutes.

Since no edits were suggested, Kevin Smallwood moved that the July 2015 minutes be approved, Robert Weakley seconded and the motion passed unanimously.

CHAIRPERSONS REPORT – Tony Melchionna

Tony said that he’d like to address the confusion surrounding the downtown construction that began the previous day. Paul Cascais said that the email the city composed was sent out by SDI yesterday. Work on the sidewalks will begin on Springfield Avenue near Kent Place and Woodland Avenue. Work on each section will begin with the ADA ramps followed by the sidewalks.

Paul acknowledged that the original plan was to mark sidewalks that were to be replaced with small orange dots. But, the city found out that they are required to outline the entire area to be excavated for the utility companies. The slabs that are going to be replaced are already outlined in white on Kent Place Blvd., Springfield Avenue, and Summit Avenue. Kent Place Blvd. and Woodland Avenue should be done in two weeks, barring any unforeseen difficulties. The sidewalks on the other streets will be outlined closer to when they will be replaced. Marking has to occur in phases since it is only good for 30 days.

Property owners who want to replace their own sidewalks must let the engineering division know that they wish to do so. The city will then work with them to provide the necessary permits. Marin asked if businesses would be able to find out how much it will cost them to have the city repair their sidewalks. Paul said that the measuring of the slabs on Springfield Avenue should be done by the end of the business

day. Then, engineering will be able to estimate how much it would cost a specific property owner to have the city replace his/her sidewalks.

Rich Lorensen asked about the time frame for the whole project. He said that the Board understood that the project was to be completed during July and August. Now it's almost September, and work is just starting. Paul answered that the sidewalk and curb work will continue through mid-October. Milling and paving will be done at night. The city will be sure that the contractors know to maintain access to all the businesses. If necessary, slabs will be cut in half so businesses will always be accessible.

Marin and Rich reminded Paul that any work that goes into October hurts businesses for the fall and beginning of holiday season. Paul reiterated that this project is very different from the "Big Dig" of 2000. Not all sidewalks are being replaced.

Marin asked why all the property owners weren't informed ahead of time which sidewalks would be replaced. The city had a map of all the slabs that were supposed to be replaced. SDI's understanding was that the impacted property owners were being informed. Marin also asked why the milling and paving isn't being postponed until the spring. Wouldn't it be better not to pave the roads right before the inclement weather of the winter?

Paul answered that it depends on a lot of factors. The paving would be at night. If fall is mild, then there's no reason not to mill and pave. The experts are currently predicting a mild fall.

Robert Weakley asked if the streets and sidewalks are tied together. Is it possible to do the streets first? Paul answered that they are tied together because of the ADA ramps.

Annette Dwyer asked if property owners would only be assessed for the repairs in front of their buildings. Paul said that's true.

Marin asked for clarification for property owners who have an ADA ramp up against their slab. If they opt to do their own sidewalks, there's a very short window for them to do it, correct? Paul said that's true. They would have to coordinate with the city's work on the ADA ramp.

Rich and Tony acknowledged that the city is in transition. The bumps in the project aren't any one person's fault. Paul said that if there are any issues throughout the project, SDI and property owners should reach out to the city.

Marin asked that Paul have the absolute drop-dead finish date for the project for SDI's September board meeting.

Robert Weakley asked Paul if this is a prevailing rate job. If property owners shop around, will they be able to get a better rate? Paul answered that it depends. The city is paying for a very large quantity.

Marin asked if crosswalks and alleyway aprons will be done now or in the spring. Paul said that the crosswalks will be addressed after the paving. They have to be laid down at specific ground temperatures, so they may have to be painted in December, then laid in the spring.

Tony asked Councilman Pat Hurley to update the Board on the Technology Committee's report on the conduit and Wi-Fi. Pat said that there is plenty of support for the conduit from the Technology Committee. There is no support for public Wi-Fi. Though the conduit is needed for Wi-Fi, it can be used for other things. Wi-Fi would need to be throttled, so it wouldn't be strong enough for what normal cell phone users would want to do on it. The city doesn't want to be in the Wi-Fi business, and he suspects SDI doesn't either.

Since it sounds like Common Council supports putting in the conduit, Marin asked Pat if Common Council would address its cost. Councilman Hurley said that they would, and this is the time to do it. Bringing it up

at a Common Council meeting would be up to Sandy Lizza as SDI's representative, but Pat definitely feels that it should be discussed. SDI needs to understand that "Wi-Fi" and "conduit" are not interchangeable.

Marin asked what SDI needs to do to move this along. Pat said that Sandy should be the point person. Paul said he would have a conversation with Sandy that day.

Tony asked Robert Weakley how he felt about the Technology Committee's stance. Robert said that he still doesn't fully understand why they don't feel Wi-Fi is a good idea. Chief Weck said that Madison uses bursts of Wi-Fi for their downtown. The SDI equivalent in Madison puts downtown coupons on the Wi-Fi, events are advertised, and it can also be used in case of emergencies.

Pat said that he used Boston's free Wi-Fi the previous weekend. It was so frustrating that he switched back to LTE. LTE signals are faster than what we could offer anyways. Plus, the police have already said that they will take over the camera issue.

Marin asked if it would be a boon for Summit to be able to say that it has free Wi-Fi. Pat said that it doesn't provide much added value. It would only be frustrating. He said that Common Council will definitely not pay for Wi-Fi or for its maintenance. The city has lost patience funding out-of-date technology. Amy Cairns Harrison asked if SDI and the city could talk to Madison before officially saying yes or no. Tony said that Marin and Amy should spearhead that effort.

Mayor Dickson said that Michael Rogers, the new city administrator has a very strong background in technology. His opinion on the issue will be very valuable.

Robert Weakely asked what we would do with the conduit if we don't use it for Wi-Fi. Pat answered that it could help businesses that can't access fiber right now.

Annette offered further explanation. It would be available for police to put cameras in. It's good for Summit's image. A lot of carriers can't bring fiber optics to specific areas because the infrastructure is cost prohibitive. It's like paying for the highway, but not the off ramps. It's good planning for the future.

COMMITTEE/PROJECT REPORTS

FINANCE – Lori Dahl/Marin Mixon

It was stated SDI just received the Clean Communities money. The third quarter tax revenue just came in, and we're still expecting payment from some of the farmers. There's about \$10,000 left from Clean Communities. We need to decide what to do with that money prior to December. Kevin said that the clear recycling bins in New York City look really nice. If we have money left over, we could purchase some of those. The finances are in line with what was expected and asked if there were any questions.

Seeing no questions, it was moved that the July 2015 Financials be accepted. The motion was seconded by Kevin Smallwood and Rich Lorensen and passed unanimously.

FARMERS MARKET AND UPCOMING EVENTS – Marin Mixon and Kathryn Werlein

Farmers Market

The Summit Farmers Market 20th Anniversary Cookbook will debut on September 13th. The party is going to be smaller scale than previously planned. We will be selling the cookbooks and Chef Jesse will be preparing samples of two of the recipes from the cookbook. If you're in town, please stop by. We will also be having a Tomato Cooking Demonstration on September 6th, the Apple Pie Contest on October 4th, and Pumpkin Painting on October 25th.

Classic Car Show

Kevin said that he hopes some trustees will be able to volunteer their time to help park cars or work at the registration table for the Classic Car Show. We have four major sponsors for the show, but we're lacking trophy sponsors. Trophy sponsorship is only \$100. If you can't volunteer to help during the show, please consider sponsoring a trophy or talking to a few businesses you frequent about sponsoring.

Trick-or-Treat

Halloween is on Saturday this year. It has been decided that Trick-or-Treat will always be held on Halloween *except* when it falls on Saturday or Sunday. If Halloween falls on a weekend, Trick-or-Treat will be held the previous Friday. So, this year, Trick-or-Treat will be held on Friday, October 30th.

WAYFINDING SUMMARY – Ray Gonzalez

Ray gave everyone a quick refresher on SDI's new brand colors, logos, and fonts that are used on the signs. He showed everyone a few of the visual landscape studies that were used to make sure all the colors popped and were visible. Chief Weck said that the signs look phenomenal. He asked that the signs say "City Hall/Police Station" if at all possible. People who aren't from Summit wouldn't necessarily realize that the Police Station is located at City Hall. Then we wouldn't need separate signs for the Police Station, which would mean less sign pollution.

Ray said that we will be using 3M vinyl for the signs, which is considered to be the best product available. We'll be using the vinyl colors that most closely match our brand colors. When asked if we could order custom colors, Ray answered that custom colors are only available if you buy miles of vinyl, which is much more than we need. The white lettering on the signs is reflective, and the rest of the sign is not reflective.

Working with the city, it was decided that the lettering will be 3.5 inches. A temporary sign is up by La Pastaria on Springfield Avenue so you can get an idea of the size. There will be a total of 40 signs installed. Old, redundant signs will be removed to decrease sign pollution. It was decided that the blade signs on the light poles at the gateway entry points to the town will be refurbished, not replaced.

Ray said he will be proposing sign designs for the 3 Park & Shop lots. It's very important to have the destination signage match the wayfinding signage. The previously discussed pedestrian kiosks are still up for discussion. Aaron has the bid packet. The poles and finials were included in the first bid. This new bid will have the wayfinding signs, the gateway refurbishment, and the parking lot signs.

Kathryn Werlein clarified that the poles at the gateway points will be painted black. Tony said that he really likes the idea of pedestrian kiosks. SDI has been discussing something like this for a while, and he would like to see SDI continue to investigate the kiosks.

The Mayor said that the signs look fabulous and asked when they will be installed. Ray said that the bid goes to Common Council in September.

CLOSE.BY – Discussion

Tony said that, initially, David Ingerman told SDI it would cost us \$10,000 for them to pilot the application in Summit. Since then, David has found several other businesses willing to contribute, so it may be whittled down to \$4,000 or \$5,000. On the other hand, the z-card would be much easier to update. Tony said that a final vote will be held at the September Board meeting on the conduit and on Close.by.

Kathryn Werlein is extremely against SDI putting any funding into Close.by. She doesn't feel that it's a valuable enough service to be worth SDI's investment. If we pay for the beta testing, and it didn't work out, it would cause concern over the cost. It's focused on discounting, a mentality that Summit businesses should not embrace. SDI needs to be focused on retail, attracting new businesses, and fixing the parking issues. This is a distraction from those very important issues.

Bob Conway, speaking from a business owner's perspective, agrees that this isn't worth SDI's time or money. How many people would download the app? If about 200 people download the app, SDI is paying \$50-\$100 per person.

Rita said that she is excited about the app's potential. She has looked into the technological side of things and it looks like the app would be able to tie into the parking data from the DeForest lots. This could help to alleviate some of Summit's parking problems by helping people find the spots that are open.

COMMON COUNCIL – Mayor Dickson

Mayor Dickson, Dr. Rubino, and Rich Madden met with representatives from the Post Office. The Post Office property is not for sale. They want to stay there. The possibility of putting a parking garage where the Post Office is now should be taken off the table since it isn't an option.

Robert Weakley asked where that leaves the discussion on the parking garage. The Mayor answered that the lots on DeForest Avenue aren't up for discussion. She personally would like to look into using the parking lot behind the Post Office. Rita said that SPAC is continuing to meet. The new city administrator begins in September. He has a lot of experience dealing with parking, and Rita is looking forward to hearing his thoughts on what to do about the parking garage.

Robert Weakley thanked Mayor Dickson for being the only member of Common Council to have an opinion on parking and for speaking up. He hopes SDI passes another resolution so the issue of the parking garage doesn't just fade away.

NEW BUSINESS

Rita announced that the Tiered Garage will be closed for power washing from 7PM this Saturday until 7PM Sunday. It will be closed for work for one weekend in October, too.

Marin announced that NJ Monthly Magazine and Urban Agenda Magazine are both featuring articles on downtown Summit in their upcoming issues.

Kevin asked if the city is in charge of the timing of the lights on Springfield Avenue and Morris Avenue since they seemed out of sync. Chief Weck answered that once school starts, a study will be conducted to determine how all the lights should be re-timed.

Tony thanked everyone again for coming and continuing to maintain an open dialogue between SDI and the city.

PUBLIC INPUT

None

A motion was made to adjourn the meeting by Bob Conway. Susan Taylor seconded it, and the meeting was adjourned at 9:31AM.

The next Trustee meeting is September 30, 2015.