

Summit Downtown, Inc.

18 Bank Street, Suite 108 | P.O. Box 1502

Summit, NJ 07902-1502

P. 908-277-6100/6101 | F. 908-273-9256

office@summitdowntown.org

www.summitdowntown.org



To: Summit Downtown, Inc. Board of Trustees

From: Tony Melchionna

Date: August 27, 2014

Re: Summit Downtown, Inc. Board of Trustees
August 27, 2014

Members Present: Bob Conway, Chris Cotter, Lori Dahl, Ellen Dickson, Gregory Drummond, Annette Dwyer, Don Geddis, Rich Lorensen, Tony Melchionna, Kevin Smallwood, Beth Welsh and Kathryn Werlein.

Guests: Peter Rooney – Walk-Well Shoes

Tony Melchionna called the meeting to order at 8:02am.

APPROVAL OF MINUTES – Tony Melchionna

Tony Melchionna asked if there were any additions, changes or corrections to the July 2014 minutes. Sandy Lizza, via a prior email, identified one change in the Finance section in the paragraph that begins “Sandy Lizza requested...” Strike out: [just noted 2 or 3 points per month that might be worth noted as] and replace with “provided a summary of the reasons for major variances on”. Strike out [of the] month and replace with “each”. With this one change a motion was made that the July 2014 minutes be approved, motion was seconded and passed unanimously.

CHAIRPERSONS REPORT – Tony Melchionna

Bike Racks

Tony Melchionna explained that bike racks, previously voted on, do not meet the qualifications of the Clean Communities Grant. Robert Weakley will provide us with information on cost and locations for the Board to consider with SDI appropriating funds from SDI instead of from the grant monies so bike racks can be purchased and installed. Ellen Dickson commented that more bike racks are needed near the train station as street meters are currently being used. NJ Transit also has plans to provide additional racks.

Clean Community Grants

Grant use other than the bike racks are being explored and will be presented to the Board for discussion and consideration. Beth Welsh suggested something to clean up the alleys. Tony Melchionna and Chris Cotter discussed utilizing the gum buster or the green sweeper that the town already has.

Main Street New Jersey – Associate Tier

Tony Melchionna mentioned that Marin had been in touch with Jeff B. and the application process was moving forward and we should be hearing back from them in September.

COMMITTEE/PROJECT REPORTS

FINANCE – Lori Dahl

Lori passed out the bound Independent Auditors Report prepared by Kathleen Clayton, CPA of the Spire Group which had been presented the previous board meeting. A copy was delivered to Scott Olsen, City of Summit.

Lori will schedule a Finance Meeting in September to start the 2015 Budget process and all were asked to indicate if they wanted yes or no to be included. Suggested dates will be emailed to all.

Lori Dahl moved that the July 2014 Financials be approved, the motion was seconded and passed unanimously.

MARKETING/RESPONSE TO DOWNTOWN STUDY – Kathryn Werlein

Kathryn stated she met with Council President Robino and would continue with additional meetings.

She mentioned getting a sub-committee together for a conference call with Retail Street Advisors, a Texas based firm she spoke with recently who has a boutique consulting firm that specialized in real estate and marketing solutions. Examples of potential tenant attraction as an example might be:

*Paper Source whose owners also own other retail companies. They might be retailers we would want to consider for Summit.

*Hot chef to open in Summit to attract other restaurants.

Beth Welsh urged that any marketing company we work with should also be also knowledgeable about non-retail and consider connecting with areas outside the CRBD. They/we need to look at the whole picture and work together.

CAR SHOW – Kevin Smallwood

The Classic Car Show is set for Sunday, 9/21 is approaching quickly. A new category has been added for Military Vehicles. Volunteers for that day are needed especially: 7am-10am to assist with registration and parking of the participating cars and 1pm-3pm when the winner trophies are being presented.

A list of trophy sponsors will be emailed to the trustees and all are encouraged to invite others you know to be a trophy sponsor.

FARMERS MARKET – Bob Conway

Sunday, September 28th SDI will be doing a “count” for the day and volunteers are needed. Bob indicated that this has been a great year so far with the Farmers Market and that all is going along smoothly and successfully. Summit has a fabulous Farmers Market.

PARKING – Rich Lorensen/Robert Weakley

Rich Lorensen reported that he had been to a SPAC meeting where signage and its consistency had been discussed. Council will be voting on approving 7 more meters and 2 test meters at the train station. Comments were made about the ease of use of the new machines by young and old parkers. Instructions for first time users are very clear. Very nice to hear only positive comments about parking meters.

COMMON COUCIL – Gregory Drummond

No report as Council had no August meetings.

Ellen Dickson indicated that quite a lot was going on with the Planning Board.

- * Infinity development has been slowed down due to improper meeting notification, denial of plans by zoning Board as it relates to the Affordable Housing zoning density. A new plan will need to be presented to the Planning Board.

- * Doggie Day Car on Broad St was turned down.

- * 603 Springfield Avenue will be heard next regarding the intense use of a proposed medical condominium.

- * Post Office lot is being requested to be combined with the City's adjacent lot.

Kathryn Werlein requested someone to look into the long delay for opening the Greek restaurant on Bank Street due to failing of construction permits. It makes it very difficult to attract new businesses to commit to coming to Summit with complaints of long construction timeframes due to permit delays. Chris Cotter offered to look into the situation. Lori Dahl stated that no matter who's fault for the delay, concern and coddling at this time may go a long way for SDI/City/Owner relations and talk.

SUBURBAN CHAMBER – Beth Welsh

Beth Welsh reported that September's First Friday is Dress for Success and their Golf Event is scheduled for October 6, 2014.

MONTHLY REPORT – Marin Mixon

No report as Marin Mixon was on vacation.

NEW BUSINESS

PUBLIC INPUT

Peter Rooney of Walk-Well Shoes commented on this past weekend's Summit Sale Days & Fall Preview. The balloons made a really nice impact and looked festive although they did not increase sales. The timing of the sales needs to be re-evaluated. Beth Welsh suggest that we select and own a specific time for each year so the public can plan. (Such as always the last weekend in a specific month). Annette Dwyer indicated that Summit shoppers are kids and family and the beginning of August is vacation time. July families seem to stay around due to kids camps, August 1-5 families are away and August 15-30 families are around due to kids sports. The name Fall Preview was misleading as not all store have their Fall merchandise. Shoppers and internet was also discussed. A closer look at the timing should be done.

A motion was made to adjourn the meeting.

8:52am.

The next Trustee meeting is September 24, 2014