

Summit Downtown, Inc.

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To: Summit Downtown, Inc. Board of Trustees
From: Tony Melchionna
Date: August 31, 2016
Re: Summit Downtown, Inc. Board of Trustees
August 31, 2016

Members Present: Pat Angelo, Bob Conway, Lori Dahl, Tony Melchionna, Michael Rogers, Richard Sun, Susan Taylor and Beth Welsh. **Staff:** Kathryn Best and Marin Mixon.

Members Absent: Sandy Lizza, Nora Radest, and Kevin Smallwood.

Guest: David Ingerman – Owner/Founder, Place Codes
Aaron Schrager – City Engineer/Deputy Director, Dept. of Community Services

Tony Melchionna called the meeting to order at 8:04 am.

APPROVAL OF MINUTES – Tony Melchionna

Tony Melchionna asked if there were any edits to the July 2016 Minutes.

Since no edits were suggested, Pat Angelo moved that the July 2016 minutes be approved, Bob Conway seconded the motion, and it passed unanimously.

CHAIRPERSONS REPORT – Tony Melchionna

Tony thanked Aaron Schrager, Rick Mattais, and all the others involved in the downtown project. Overall, he feels that Cifelli and Sons did a great job. Aaron will provide a more specific update later.

COMMITTEE/PROJECT REPORTS

FINANCE – Lori Dahl

Lori said that all the finances are in order. Two points of clarification for the expenses: the transfer of money from one account to the other was to cover payroll, so it's not really an expense. The \$6,800 spent on plants was money from surplus, the money just hasn't been transferred from that account yet.

Lori asked if anyone had any questions. Seeing no questions, Lori moved that the July 2016 financials be accepted as presented. Beth Welsh seconded the motion and the financials were approved unanimously.

BY-LAWS CHANGES – Susan Taylor

Last month, Sandy requested a memo that gives an overview of the proposed by-law changes and explains why SDI wants to make those changes. Susan prepared that memo and sent it to the city clerk. It has been received and is being processed.

EVENTS – Marin Mixon

Winter Farmers Market Regulations – Bob Conway

The proposed regulations/guidelines for the Winter Farmers Market were included in the board packet. Susan reviewed them and saw no legal issues. Bob would like to have the regulations approved today if possible since so SDI has received so many requests for them.

Marin let everyone know that there is no on-site manager in the guidelines. SDI will see how everything goes the first year and make adjustments next year if needed. The contract has been sent back to Calvary Church for their final approval. Marin also said that it has been suggested that the application for the Winter Farmers Market be sent out to all the downtown businesses. That way they have been invited to apply and they can see that it explicitly says that no vendor that directly competes with a downtown business' main product line will be accepted. Beth Welsh suggested that SDI come up with something colorful and engaging to put up at the market along the lines of "you're here, now head downtown. Spend a Saturday in downtown Summit." Marin said that Debra Tristler has been contracted to do the branding and poster design for the Winter Farmers Market. Perhaps that's something she can also work on.

Bob made a motion to approve the Winter Farmers Market Regulations as presented. Pat seconded the movement, and it was approved unanimously.

Design Night – Marin Mixon

Jessica Hobson has been working with The Scout Guide on the trifold. It will be ready by the end of September. It will be available at all the participating businesses for Design Night, which will be 6-8pm on October 6. If the event is successful, we hope to continue it as a Design Series, perhaps featuring one or two businesses per month.

West Elm has let us know that they are opening a month early. They expect to have a soft opening with a ribbon cutting on October 5 and their grand opening on October 6. [NOTE: Since this meeting, the West Elm opening has been pushed back to October 27.]

Small Business Saturday – Marin Mixon

Small Business Saturday is always the Saturday after Thanksgiving. This year, that's November 26. SDI will have a presence in the downtown. Kathryn will apply to receive the Shop Small branded goodies again this year.

Classic Car Show – Marin Mixon

The Summit P.A.L. has taken over the Classic Car Show. It will be held on Oct. 2. There is no rain date. It will still be held downtown. The British Car Club will be at the show again this year. Kevin is in charge of executing the show from the P.A.L. side this year.

Snowflake Stroll – Marin Mixon

The event will be held the evening of Friday, December 2. SDI will have a Hospitality Center with a wrapping center and hot beverages. Hopefully, all the stores will hopefully stay open late for the event. Overall the plan for the evening is evolving nicely. The following day, Saturday, December 3, the YMCA will host the family event with Santa's arrival and the tree lighting on the Village Green. To clarify: There will be a tree in the Promenade this year; its lights will turn on at Thanksgiving along with all the Beechwood Road trees. The actual tree lighting event will be on the Village Green this year.

Street Smart Summit – Marin Mixon

A flyer with information about the program was handed out. Marin asked the trustees for a volunteer to go door-to-door with the Street Smart team to talk to businesses about the program. Bob Conway asked Michael Rogers if he had any specifics to share about the program. Michael said that the program is being funded by a grant, so no city money is being spent. The program is being run by

Trans Options, a group that has run similar programs around the state with success. It is mainly education. The goal is to increase awareness.

Master Plan

The next public Master Plan meeting will be held at the Connection on September 13.

Main Street NJ Seminar

The next MSNJ seminar will be held Oct. 19 in Plainfield. It is titled "Store Design & Visual Merchandising: Keys to a Thriving Business." An email has been sent out with all the details and how to register. All SDI constituents can attend for free.

PGA Championship Week

The results of the PGA wrap up survey were distributed. For a copy, please email the office. The most common comments were ¹⁾ parking was a problem, ²⁾ there was too much traffic in town/town was too hectic, and ³⁾ the survey respondents suspected that only the restaurants benefitted.

Marin asked Michael Rogers if the City has totaled the approximate revenue they made as a result of the special event parking that Common Council approved. Michael answered that about \$80,000 was made from the PGA parking. Bob Conway remarked that the special event parking concept was poorly communicated to the businesses and employees. It seemed that it was all done 'under the radar.' Michael agreed, saying that since the \$20/day special event parking was approved in May, the businesses could have been told sooner.

Bob Conway said that the \$5,000 SDI gave for the PGA should be re-thought based upon the survey data and the City's income from the event.

David Ingerman asked that the trustees look at the back page of the PGA packet, which was provided by Close.By/Summit. It details the extensive marketing efforts by the Task Force, including the list of impressions, etc. The net impact of the event was not an increase in business. But, it wasn't the marketing efforts by the Task Force that caused the decrease. Had the town done no extra marketing, with all the parking issues, the impact of the event might have been worse. Beth Welsh answered that perhaps we need to look at the PGA as a management necessity, not a marketing opportunity.

Lori Dahl said that she understands that the PGA week was a separate ordeal, but the downtown employees have had to put up with a lot of parking issues lately. She makes a point not to complain in public since she's a member of SDI, but she's also a downtown employee. The 20 spots lost to construction equipment in the K Lot have been problematic. She's nervous to see what happens once the vacationers are back in town and all the new businesses open. She feels that the employees should get some kind of "thanks for putting up with all this" communication whether it's an email or a sign in the K Lot, etc.

Discussion continued.

ELECTIONS – Marin Mixon

The board will have 5 vacancies for the upcoming election: 3 property owner spots, 1 upper/lower business spot, and 1 retail spot. There has been some interest in the upper/lower business and retail spots, but not the three property owner spots. One property owner would be fulfilling a term, so s/he would only be committing to a 1-year term. The "floater" concept has gone to council for approval. The required legal notice of the election will be going out the first week of September. If anyone has suggestions for prospective trustees, please let someone on the Executive Committee know.

EVENT SPONSORSHIPS – Kathryn Best

Kathryn distributed copies of the sponsorship packet that she developed and has been using this year. The main question that needs to be answered is whether SDI will accept sponsorships from businesses outside the downtown. SDI needs to weigh the benefit of sponsorship money to enhance an event that benefits the businesses against the downside of promoting a business from outside the downtown.

Richard suggested that sponsorships be handled on an ad hoc basis, not one-size-fits all. Different events have different needs. Bob and Beth suggested different sponsorship levels for downtown businesses and businesses outside the downtown. Beth said that it's important to look at the big picture here. If we have a mall store interested in sponsoring, how can SDI leverage that?

Discussion continued. Beth suggested forming a Sponsorship Committee. Tony agreed, said that the details will be further discussed at the Sponsorship Committee meeting. An email with the time and date of the meeting will be sent to the whole board.

DOWNTOWN PROJECT UPDATE – Aaron Schrager

There's no progress report regarding the Morris Avenue Bridge. The conduit project is ongoing. If all goes well and the weather cooperates, the conduit portion of the project should be done in the next two weeks. Spaces in the K Lot are freeing up as machinery is no longer needed.

No work will be done during the first week of school. After that first week, work will be coordinated with the school's schedules. Work will cease at the beginning and end of the school day to allow the children to get to school and back home safely.

Cifelli has finished his portion of the project for now. SDI is still owed one sign. The bike racks that SDI purchased will be installed shortly. There will be a pre-paving meeting next week to develop a plan for the paving. The earliest the paving would start would be September 17. Paving would only be done 9PM to 5AM. Streets may be milled or unstriped, but all roads will be open in the morning. Beth said that her trash removal comes between 5:60 and 6AM. Aaron and Michael said that they will work with her. They'll have that portion of Beechwood Road paved earlier in the night so that it will be ok to drive on by the time her trash pickup comes in the morning.

The cross walks will be striped at a minimum. Aaron hopes to have the actual fields done. Kaus Way is open, but the lights still need to be ordered and installed. The signs in Park & Shop Lots 1, 2, and 3 have been replaced to match the other downtown signs.

Tony asked if the alleyways parallel to Springfield Avenue will be paved. Aaron answered that the alleyways were not a part of this phase of the project. But, there's still some funding left which will be looked at as a part of the Master Plan re-evaluation.

COMMON COUNCIL UPDATE – Richard Sun

No additional updates.

SUBURBAN CHAMBER UPDATE – Beth Welsh

Beth passed around a schedule of upcoming Chamber events. Wine Down Wednesdays continue to be successful. The Chamber will be co-sponsoring an event with the Westfield Chamber for the second time to expand networking potential.

OTHER BUSINESS

None

PUBLIC INPUT

None

A motion was made to adjourn the meeting by Richard Sun. It was seconded by Pat Angelo and the meeting was adjourned at 9:18 am.

The next Trustee meeting is September 28, 2016