

Summit Downtown, Inc.

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To: Summit Downtown, Inc. Board of Trustees
From: Tony Melchionna
Date: September 28, 2016
Re: Summit Downtown, Inc. Board of Trustees
September 28, 2016

Members Present: Bob Conway, Lori Dahl, Sandy Lizza, Tony Melchionna, Nora Radest, Michael Rogers, Kevin Smallwood, Richard Sun, Susan Taylor and Beth Welsh. **Staff:** Kathryn Best, Jessica Hobson, Leti Lucaj, and Marin Mixon.

Members Absent: Pat Angelo.

Guest: Paul Cascais – Director, Dept. of Community Services
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 August 2016 Minutes.

Since no edits were suggested, Bob Conway moved that the August 2016 minutes be approved, Susan Taylor seconded the motion, and it passed unanimously. Sandy Lizza recused herself from the vote since she was not at the August meeting.

CHAIRPERSONS REPORT – Tony Melchionna

Tony announced that Dr. Andrew Genualdi of Genualdi Orthodontics would like to join the SDI board as a property owner. Tony feels that he would be an excellent addition and looks forward to having him on the board.

Tony also extended a welcome to SDI's new Marketing Admin, Leti Lucaj, saying he was glad to have her on board.

COMMITTEE/PROJECT REPORTS

FINANCE – Lori Dahl

Lori said that all the finances are in order and asked if anyone had any questions. Sandy said that reviewing SDI's surplus is an important part of reviewing the finances every month and a part of the board's fiduciary responsibility. Sandy requested that a review of the surplus be in all future monthly financial reports. Seeing no further questions, Lori moved that the August 2016 financials be accepted as presented. Kevin Smallwood seconded the motion and the financials were approved unanimously.

BY-LAWS CHANGES – Susan Taylor

Susan let everyone know that the by-law changes and supporting documents have been sent to the Law Committee. Sandy let the board know that if the Law Committee has questions, they'll ask SDI. If SDI wants to submit additional remarks, that's allowed, too.

EVENTS – Marin Mixon

Winter Farmers Market – Bob Conway

The contract with Calvary has been signed. Now SDI can start getting information out to people. Tony said that he understood that their major renovation project has been held up with permit issues. They haven't begun work yet. He asked Bob if that would be a problem for the Winter Farmers Market. Bob said that Matt from Calvary has assured SDI that the work would be done in time.

Design Night – Jessica Hobson

Design Night has been confirmed for next Thursday, October 6. Jessica encouraged the trustees to take a look at the list of participating businesses and their events on the SDI website. The stores have worked really hard and lots of them have very cool ideas. Jessica has noticed a lot of talk around town about the event. People seem to be excited for the event. If the trustees are able to push information about the event out to their contacts, Jessica would appreciate that.

The Scout Guide trifold will also be debuted at Design Night. Representatives from The Scout Guide will have a table with guides from around the country for people to take.

There is a new floral designer coming to The Wine List: Laura Clare from Bernardsville. She has a studio in Hoboken and a freestanding business in Bernardsville. Ivan is also considering bringing Juice Basin, the only certified organic juicer in NJ, to The Wine List.

Lori Dahl asked Jessica if she needed any volunteers to help for the evening. Jessica thanked Lori, but said that since all the stores are doing their own events, she wouldn't need any volunteers.

Sandy thanked Jessica for all her hard work. Sandy is thrilled to see this great idea come to fruition in a year. Sandy has talked to several store owners that are very happy to be working with Jessica.

Beth Welsh asked if Hometowne TV would be covering the event. Marin said she would talk to Emi about it.

Holiday Parking

Marin and Lori went to the last Common Council meeting when the Council was discussing SDI's proposal for free parking on Small Business Saturday (November 26) and the two weeks before Christmas. It looks like the Council will approve the free parking on Small Business Saturday on a provisional, one-year basis again. Marin, Kathryn, Karen Hadley, and Rita McNany met to discuss the rest of the free parking. They decided that bagging the 90-minute meters would be doable. Bagging the 15- and 30-minute meters would hinder turnover, so that was decided against.

The group also discussed and rethought free parking in the Park & Shop Lots. In order to prevent employees from abusing the free parking and filling up those lots, there would have to be enforcement. One of the greatest assets of the Park & Shop Lots is that they're "no ticket zones." To have parking services employees ticketing employees parked in the lot would confuse people. Then it would be more work to reeducated the public once parking wasn't free in January.

The group came up with an alternative. The parking coupons are currently available for 75 cents on the dollar. SDI could offer them for 50 cents on the dollar to downtown businesses. Parking services would keep track of the number of \$0.50 coupons sold to downtown businesses, and SDI would reimburse

Parking Services \$0.25 for each coupon in January. Rita said she would present the idea to Council President McTernan.

Kevin suggested that SDI buy a certain quantity of coupons and resell them to the businesses for \$0.50.

Bob said that SDI should just allot a certain amount of money to purchase parking coupons. Tell the businesses that they can have a certain number of coupons if they come to the office to pick them up.

Discussion continued.

Bob made a motion for SDI to spend \$1500 to buy parking coupons. Beth seconded the motion. Sandy abstained. The motion passed unanimously.

Spring Street Fair

Darryl Walker stopped by and dropped off packets of information about the street fair, which have been handed out to the trustees. He said he would work with the Visual Arts Center and give them a whole street to display their work.

Tony said that he received a letter from Annette Dwyer, property owner, business owner, and Summit resident, in favor of the street fair. That letter is included in Darryl's packet. Tony agrees with Annette and is in favor of the street fair. It brings over 20,000 people into the downtown and is a great source of exposure. Darryl is very passionate about his work. He stops by every business in person. He's at the event the whole time. If there's an issue, he resolves it himself. SDI made \$6,200 on the street fair this year.

Jessica asked if all downtown businesses are invited to participate. Tony said that Darryl personally invites every business. Marin added that SDI reimburses businesses for their fee, so it's free for them to participate.

Beth said that timing and weather are very important. We should be doing the street fair during a time when the downtown needs assistance to generate more foot traffic, such as during the heat of the summer.

Sandy said that after reviewing Darryl's packet, she doesn't see anything new. There's no theme. There's not enough change for her to support the event.

The mayor said that she would be in support of the street fair so long as it doesn't preclude the arts fair with the Visual Arts Center.

Discussion continued. Lori Dahl made a motion for SDI to have a Street Fair planned by Darryl between June 25 and September 4. Kevin Smallwood seconded the motion. The motion passed with 8 in favor and two votes against.

COMMON COUNCIL UPDATE – Sandy Lizza

The Common Council approved special event parking for those attending The Hunt in Far Hills. Michael Rogers said that the city will send out communications so that employees are aware that the lots are still free for them on Saturdays. Tony suggested pushing event parkers to park at the middle school or the K Lot.

The Common Council also approved the resolution to put market lights in the Promenade.

Sandy handed out a preview of Topology's final master plan to the trustees.

DOWNTOWN PROJECT UPDATE – Paul Cascais and Aaron Schrager

Paul thanked everyone for all their hard work on the downtown project and reminded everyone that all the paving is weather dependent.

Aaron let everyone know that if the weather holds up, paving will be finished tonight. After paving is finished, they'll stripe the roads. The striping is also weather-dependent. They have tried their best to minimize disruptions in the downtown. The wayfinding signs on the periphery of the downtown have been installed now. Aaron thanked Paul and Cifelli for a seamless project. The parklet will return to the same location on Springfield Ave. in a day or two. Aaron asked anyone with questions to email him.

Mayor Radest also thanked Aaron and Paul for a job well done. She wanted to let everyone know that Aaron really went above and beyond to make this project better for downtown residents. He even found a quieter type of equipment to use on the roads.

EVENT SPONSORSHIPS – Kathryn Best

The Sponsorship Committee had one meeting, and the notes from that meeting were sent out with the board packet. The committee decided that SDI should accept sponsorships from businesses outside of Summit at a significantly higher rate. Businesses in Summit but not in the SID should Kathryn handed out a draft of what the holiday sponsorship opportunities would look like given the committee's decisions. Kathryn asked if there were any questions or suggestions.

Lori said that she would support whatever Kathryn recommends since she'll be the one doing the work. Kathryn thanked Lori for her support.

Lori made a motion to approve the sponsorship packet as presented. Kevin seconded the motion, and it passed unanimously.

SUBURBAN CHAMBER UPDATE – Beth Welsh

Wine Down Wednesday is tonight at The Office tavern Grill. The Chamber's annual Golf Outing will be held on October 17.

OTHER BUSINESS

Kevin said that the P.A.L. will be holding the Classic Car Show this Sunday, October 2. This year, the show won't be judged. There will be 25 people's choice awards.

PUBLIC INPUT

None

A motion was made to adjourn the meeting by Kevin Smallwood. It was seconded by Bob Conway and the meeting was adjourned at 9:18 am.

The next Trustee meeting is October 26, 2016