

**Summit Downtown, Inc.
Board of Trustees Meeting
January 29, 2020 8:00AM
City of Summit City Hall, Whitman Room**

Members Present: Bob Conway, Lauren Decker, Joseph Hamilton, Leslie Herman, Tony Melchionna, Ray Merritt, David Naidu, Karen Schneider, Matthew Strauss, Claire Toth and Greg Vartan. Staff: Nancy Adams and Kathryn Best.

Members Absent: Allison Daubel, Nora Radest, and Michael Rogers.

Guests: None.

Bob Conway called the meeting to order at 8:02 am. Bob welcomed David Naidu and Greg Vartan, SDI's new Common Council liaisons.

APPROVAL OF MINUTES – Bob Conway

Minutes were presented for approval. Claire Toth moved that the December 2019 minutes be approved. Lauren Decker seconded, and the motion passed.

COMMITTEE/PROJECT REPORTS

Finance – Claire Toth

Claire reminded the Board that SDI operates on a cash basis. The fourth quarter assessment revenue for 2019 wasn't received until 2020; that's why we're showing a net loss for 2019. So, in 2020 we will likely receive 5 quarters of assessment revenue. Karen Schneider made a motion to approve the Financials for December 2019. Tony Melchionna seconded, and the motion passed.

2020 Budget

Claire highlighted some changes to the budget from 2019. Per the Board's vote, SDI will not be hosting the Street Fair this year. We've allocated more funds to successful events: Family Fun Night, Summit Street Sounds, and Arts + Cars. Design & Beautification now includes the tree well budget so the money can be spent on plantings anywhere. Advertising and marketing were combined into one budget category as were rent and utilities.

David Naidu alerted the Board that Summit Public Art is undertaking an initiative to beautify the fountain in the Promenade. They will be presenting to Common Council next Tuesday and will likely also approach SDI for funding. Claire said that would fall under the Design and Beautification Committee's grant process.

Karen Schneider made a motion to accept the 2020 budget as presented. Tony Melchionna seconded, and the motion passed. The Board thanked Claire for all her diligent work on the budget.

Executive Committee Nominations and Elections – Bob Conway

Bob informed the Board that all the members of the 2019 Exec. Committee were running for reelection and asked if there were any nominations from the floor. Seeing none, Ray Merritt made a motion to approve the slate as proposed. Matthew Strauss seconded, and the motion passed.

Chair – Bob Conway

Vice-Chair – Karen Schneider

Treasurer – Claire Toth

Secretary – Tony Melchionna

Gift Card Wrap Up – Nancy Adams

We brought in \$24,000 in sales in 2019. Less the \$868 in fees we charge to cover the cost of the program, \$23,141 in actual gift cards were purchased. Of that, \$11,617 have been redeemed at businesses (they're accepted at businesses all over Summit, not just downtown). That's approximately a 50% redemption rate, which is about 20% higher than the national average for gift card redemption. It was the first full year of the gift card, and people are still finding out about it. Claire reminded the Board that this isn't a revenue generator for SDI. We look at it as a marketing expense.

Stakeholder Meeting March 4 – Bob Conway

The first Stakeholder Meeting of 2020 will be held on Wednesday, March 4 at the Wine List. Networking, wine, and cheese will start at 5:30pm and the program will begin at 6pm. We don't have a speaker yet, so if anyone has any ideas for speakers or topics, please let the office know. Claire suggested having someone present on the DRO.

COMMON COUNCIL UPDATES – David Naidu

David gave updates on the Broad Street Redevelopment Project. The City conditionally designated L&M and Toll Bros. as the developers for the project. The next step is the Redevelopment Agreement; the City will seek input for it from the public and community stakeholders (like SDI).

The plastic bag restrictions will go into effect May 1. David asked that SDI continually remind the downtown business about it. If a business has a huge stock of plastic bags, or needs some other allowance, David encouraged them to talk to Common Council about it now. During MLK Day of Service, reusable bags were collected and distributed to Sage, Bridges, etc. Matthew said that he's heard that businesses were unclear on the start date of the restrictions and whether recyclable plastic bags would be allowed. Nancy and David answered that almost no plastic bags are actually recyclable; it's a marketing ploy by plastic bag companies. Claire said that reusable bags that fold down small enough to go in pockets and purses are very convenient, but difficult to find in stores locally. She suggested that downtown businesses be encouraged to stock them. David reiterated that SDI could make and hand out reusable bags, too.

Nancy told David that SDI's Board suggested adding the requirement to powerwash sidewalk cafes at the start and end of the season, but we're not sure if that's happened. David said he would ask CAP Committee about it.

Nancy asked for an update on paving the alleyway behind Dunkin Donuts. There are deep holes, standing water, etc. Aaron was trying to have it done in 2019 so it could be included in the closeout of the Downtown Improvement Project. Greg said he would look into it.

Holiday Parking Feedback and 2020 – Bob Conway

Results of the holiday parking survey were distributed. 75% of respondents said that the holiday parking helped their business. 54% said their customers were happy or grateful for the parking. The most common negative comments were a lack of parking overall and that employees/owners abused the free parking. Nancy asked Rita how many tickets were issued for people not obeying the time limit. Nancy suggested that perhaps we need to require people to go to the parking kiosk and enter their license plate (where they would then be informed that they have 90 minutes of free parking). The goal would be for SDI and the City to come to a 3- or 5-year agreement so we don't have to revisit holiday parking each year. Discussion was tabled until February.

DCS/SDI Meeting Report – Tony Melchionna

- Aaron Schrager forwarded a quote for \$12,500 to powerwash the entire downtown. Joe Hamilton encouraged Tony to be clear whether the work will be done on prevailing or non-prevailing wage.
- Every Monday, Wednesday, and Friday, DPW clears out the downtown streets around 3/4am. DPW purchased 2 electric blowers since they received a noise complaint about the leaf blowers they were using.
- An electric charging station is being installed in Park & Shop Lot 1.
- Downtown trees will be trimmed in the Spring.
- 'No Parking' bollards and the Parklet will return in the Spring.
- The ash trees near La Pastaria are still being treated.
- Pachysandra will be planted in the treewells this Spring.
- Design Committee is looking into Nancy's suggestion of adding "fun" items to the downtown, such as concrete corn hole or chess boards.
- The trees on Beechwood Rd. were too new to have holiday lights on them this year.
- Greg added that the County has committed 1,000 trees over the next 4 year in memory of Councilman Gould. They likely won't be downtown, though.

COMMON COUNCIL UPDATES Continued – Greg Vartan

Firehouse construction will likely begin this Fall. Non-resident commuter parking next to Broad St. Garage will be an issue, and the City is working on a parking plan now. Greg said that the City definitely will not be building a parking structure as part of that project. Parking could be a part of the Broad Street Redevelopment Project, though.

NEW BUSINESS / PUBLIC INPUT - None

Tony Melchionna made a motion to adjourn, and Claire Toth seconded. The meeting was adjourned at 9:04am.

The next Trustee meeting is February 26, 2020.