

**Summit Downtown, Inc.  
Board of Trustees Meeting  
January 30, 2019 8:00AM  
City of Summit City Hall, Whitman Room**

**Members Present:** Pat Angelo, Steve Bowman, Bob Conway, Joseph Hamilton, Leslie Herman, Beth Little, Ray Merritt, Nora Radest, Karen Schneider, Matthew Strauss, Claire Toth, and Beth Welsh. Staff: Nancy Adams and Kathryn Best.

**Members Absent:** David Gittleman, Tony Melchionna, and Michael Rogers.

**Guests:** None

Bob Conway called the meeting to order at 8:07 am.

**APPROVAL OF MINUTES – Bob Conway**

Minutes were presented for approval. Pat Angelo moved that the December 2018 minutes be approved. Joe Hamilton seconded, and the motion passed.

**CHAIRPERSONS REPORT – Bob Conway**

Bob welcomed SDI's new trustees to the Board: property owners Leslie Herman and Matthew Strauss and Summit resident Ray Merritt. All trustees introduced themselves.

**COMMITTEE/PROJECT REPORTS**

**FINANCE – Claire Toth**

Since SDI received a total of 5 quarters of assessment revenue in 2018, so we ended the year with a surplus, as anticipated. The surplus was greater than the one extra quarter of revenue. That allowed us to pay for capital projects without transferring funds from our surplus account and to do some "pre-buying" of anticipated 2019 costs, such as new computers for the office. Karen Schneider made a motion to approve the December 2018 Financials. Joe Hamilton seconded the motion, and it was approved unanimously.

Claire highlighted a few items from the proposed 2019 budget.

- A few years ago, the Board agreed to increase property assessments marginally every year to avoid a significant increase; the budget accounts for a 1% increase.
- There's a decrease in entry fees since we are not doing the Winter Farmers Market.
- SDI has decreased IT costs by switching vendors and decreased payroll costs by dealing directly with ADP for payroll and the retirement plan.
- The retirement plan will be a SIMPLE and will cost SDI about \$500/year plus a mandatory contribution of 2% of employees' salaries. SDI is required to offer the retirement plan to all employees earning an excess of \$5,000 annually, so that will include Marin, our Farmers Market Administrator.
- Our accountant recommended we separate out our Farmers Market salaries from the office staff, which is why the payroll salaries and personnel numbers are different.
- We will be expanding successful events Family Fun Night (more entertainment), Summit Street Sounds (more dates), and Arts + Cars (beer garden and one additional full band).
- Claire reminded the Board that the Gift Card program doesn't generate income for SDI. There was a discussion about the gift cards and marketing efforts. Shop Local, Shop Summit, Give Summit Gift Card posters have been distributed; a coordinating street banner will be up in the next few days. Beth Little suggested a marketing push in the spring for teacher and graduation gifts. Matthew Strauss offered to help get Summit House to accept Summit Gift Cards.
- Claire gave a brief overview of the Beautification and Design Committee.
- Beth Little asked about parking marketing money. Claire informed the Board that there's \$3,000 allocated for parking marketing for the whole year, including the holidays.

Seeing no other questions, Karen Schneider made a motion to approve the 2019 budget as presented. Joe Hamilton seconded, and the motion passed unanimously. Claire thanked the Board for their input during the budget process. Nancy will submit the budget and accompanying narrative to the Clerk's Office.

**ELECTION OF EXECUTIVE COMMITTEE 2019 – Bob Conway**

Bob announced the following slate for SDI's 2019 Executive Committee:

Bob Conway – Chair  
Karen Schneider – Vice Chair  
Claire Toth – Treasurer  
Tony Melchionna – Secretary

Since there were no nominations from the floor, Claire made a motion to approve the slate as presented. Mayor Radest seconded the motion, and it passed unanimously.

#### **STAKEHOLDER MEETING – Nancy Adams and Kathryn Best**

The first stakeholder meeting of 2019 will be held on Wednesday, March 6, at the Wine List and Marketplace. Networking, wine, and cheese will begin at 5:30pm. The meeting will begin at 6pm. If anyone has any suggestions for speakers or topics to cover, please let us know. We will announce our 2019 events and talk about the free table for downtown businesses at the Farmers Market. We've invited Greg Elliott to speak about advertising opportunities with TapInto. As usual, new businesses in town are invited to introduce themselves and speak about their businesses.

#### **DCS/SDI MEETING REPORT – Nancy Adams**

- JCP&L still hasn't fixed the second light in Park & Shop lot 2. We have a new rep from JCP&L, so Aaron is reaching out.
- Aaron also asked SDI for any "wish list" items for 2019. Claire suggested an attractive light in the parking lot, consistent with downtown design. Nancy asked the Board to let her know if they have any other wish list items for the year. She has already mentioned the shrubs on the Maple Street side of Park & Shop lot 2.
- Nancy asked Aaron for the balance of the Clean Communities grant money from last year to see if there's enough money to do some power washing sidewalks downtown this spring.
- They discussed traffic control at the intersection of Union Place and Summit Ave. Now that the Morris Ave. bridge is open, and the town houses are finished, the Aaron is looking into getting more accurate traffic counts. The City is investigating a few options, including not allowing left turns and making Union Place one way.
- They talked about enforcing no stopping and standing on Maple Street near Robot Revolution. It's becoming almost like a school zone with all the parents picking up and dropping off. Beth suggested talking to Robot Revolution and having them talk to the parents. Steve said that people do the same thing when picking up from Summit Thai Cuisine. Nancy said she could mention the issue in her next newsletter.
- Tony also still has some safety concerns about Lyft drivers stopping and picking up/dropping off passengers all over the place. It would be another enforcement issue. Mayor Radest said that she would raise the issue, but she and Beth Little both agreed that no one else has mentioned this issue to them. Ray Merritt said that the main issue from his perspective is people who stop in the traffic circle and stop traffic.
- Hometowne Heroes banners will be up from Memorial Day through July 4<sup>th</sup>.
- Aaron asked for SDI to recommend locations for the "blue P" parking signs.

#### **HOLIDAY PARKING – Bob Conway**

Bob wanted to get a pulse on Board members' opinions on holiday parking, both what was done in 2018 and what we should propose for 2019. Bob's personal opinion is that Summit's holiday parking program put us at a disadvantage. Morristown, Cranford, and Westfield all had more inclusive, consistent free parking for the holidays. Bob also feels that we could have better signage on the meters and pay kiosks. Beth Little said that it's more difficult to cover the whole pay kiosk like they can with the meters. Parking Services did send notifications out about the free parking via Park Mobile. There were over 700 new Park Mobile sign ups in the month of December. Beth also said that, anecdotally, she has heard that Westfield is reconsidering their free parking for 2019. Claire, Nancy, and Bob said that the free parking we offered was difficult to effectively market since it was only 90-minute metered spots and only the Saturdays before Christmas. Beth reminded the Board that the courtesy tickets they did actually cost the City more than the free 90-minute meters. Bob asked if it would be possible to do free parking everywhere on Saturdays. Free parking in the DeForest lots would require time limit enforcement. Nancy asked if the City has considered switching the DeForest lots to the same kinds of pay kiosks with license plate recognition used elsewhere in town. If possible, it might be good to have some kind of education on how the parking technology works. Pat explained that families often spend about an hour waiting for and riding the horse and carriage on Saturdays. If the parking is only free for 90-minutes, they don't have time to do anything after the horse and carriage rides. Discussion continued.

Beth said she would look at what it would cost the City to have free parking throughout town on Saturdays and the cost of the courtesy cards. Beth will also find out if it's possible to re-program the DeForest lot machines to give a different length of free parking. Nancy said that she would follow up with SPAC at their next meeting. Bob tabled the issue for further discussion in February.

#### **EVENT UPDATES – Kathryn Best and Nancy Adams**

**Design Day** – Design Day will be held on Thursday, April 4. After a survey of the design businesses, we've decided to hold the event during the day instead of during the evening. The exact hours are still TBD. We are branding the design niche as the Summit Design District. We will be doing a new logo and poster design for the event. Since the event is in April this year, we will be able to put up a street banner. We are working with Jessica Hobson who has a good pulse on the design community. We will continue to market the event to both consumers and design professionals. Jessica may also be able to

organize a book signing for the event with one of her contacts. Mayor Radest suggested SDI or Jessica reach out to the interior designers who work out of their homes in Summit.

**COMMON COUNCIL UPDATE** – Mayor Radest, Steve Bowman, Beth Little

Beth Little and the Mayor attended American Planning Association Conference last week. Beth gave the Board an overview of the sessions she went to. Beth said she would send the power point presentations to Nancy so she can distribute them to the Board and put highlights in her newsletter.

Mayor Radest announced that the third public meeting on the Broad Street Redevelopment project will be held at 7pm on February 11 in Memorial Hall at St. Teresa's.

**NEW BUSINESS / PUBLIC INPUT**

None

Pat Angelo made a motion to adjourn, and Joe Hamilton seconded. The meeting was adjourned at 9:22am.

**The next Trustee meeting is February 27, 2019.**