



## Summit Downtown, Inc.

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To: Summit Downtown, Inc. Board of Trustees

From: Kevin Smallwood

Date: February 27, 2013

Re: Summit Downtown, Inc. Board of Trustees  
March 6, 2013

**Members Present:** Dave Bomgaars, Bob Conway, Chris Cotter, Lori Dahl, Ellen Dickson, Gregory Drummond, Detlef Felschow, Don Geddis, Toni George, Emi Havas, Rich Lorensen, Jerry Rotunno, Doris Schneider, Kevin Smallwood, Susan Taylor, Mark Wadmond, Robert Weakley, Beth Welsh, Mark Yeager, Marin Mixon and Susan Petrow (staff).

**Guests:** Tom Conway  
Beth Kinney  
Scott Olsen  
Robert Steelman

Kevin Smallwood called the meeting to order at 8:03 am followed by the pledge of allegiance.

Mark Wadmond made a motion which was seconded by Robert Weakley to accept the January minutes and the motion passed unanimously.

### **Historic Designation Plaque – Tom Conway**

Kevin welcomed Tom Conway, Partner in the Rosen Architectural Design Group, who presented a comprehensive overview of the historical plaques being proposed for the downtown in recognition of Summit's designation on both the

National and NJ Historic Registers. Examples of the suggested wording that would be used on the plaque were presented to the Board.

Two different signs were recommended depending on the location of the sign. The first sign would be a medium height post which would contain an abridged version of the historical designation and the second option would be a larger, granite stone that would sit on the ground and include the full version of the historical designation.

Tom recommended placing posts at either end of the historical district – one near Winberies and the other near the Unitarian Church - and a granite monument near the Summit Train Station on Union Place. Several locations were suggested for additional historical signs once pricing and approval are available to move forward. He also recommended selecting a black plaque with either gold or silver letters for ease of reading and to be consistent with lampposts, etc. in the downtown.

Ellen Dickson made a motion to approve the wording for the plaques and to move forward with obtaining pricing for them. Mark Wadmond seconded the motion which was unanimously approved.

A discussion followed about the number of signs being proposed, the potential of using a podium style marker at the Summit Train Station and the possibility of displaying the piece of the World Trade Center currently housed at the Rescue Squad at the Summit Train Station. The Trustees also asked for a listing of towns with historical designation signs that the Trustees could visit and view.

### **Update on Railroad Avenue Survey/Burgis Survey – *Beth Kinney***

Beth Kinney presented an overview of the Burgis Survey and the need for redevelopment along Railroad Avenue. The City Council would like to take action to approve moving forward to the next step on this project. The project could be expanded to include the Post Office Parking lot.

A Downtown Study by the Planning Board and Common Council includes economic development, land use, parking, corridors, alleyways, gateways, wayfinding, signage and commercial signage. A stakeholder meeting will be scheduled either in June or August/September with the results published in the fall.

The Promenade will be renovated this spring through private funding but will continue as public space. The next step of this project would be raising funds and purchasing trees. The fountain may be redesigned at a later date. This undertaking is part of the SADC Project and the design plans were donated.

The City will be partnering this spring with the SADC to redesign the two northern quadrants of the Village Green near the Summit Train Station and the question was asked if angled parking was considered as an option for increasing parking in the redesign. Beth Kinney stated that it had not been considered.

Summit's designation as a Transit Village is on the agenda for an April meeting of the organization that oversees this designation and a final review is expected in April or May.

### **Chairman's Report – *Kevin Smallwood***

Kevin Smallwood announced that his door is always open and that he looks forward to getting more Board participation this year. Kevin plans to arrange mini-town hall meetings, going block by block, inviting retailers, businesses, property owners and the upper floor businesses and a schedule will be published soon.

### **City Administrator's Report – *Chris Cotter***

Chris Cotter stated that he would be happy to attend the town hall meetings as a City Council member.

A suggestion was made for the City to distribute notices about the online parking app on parked cars as well as enlarging the parking app notices currently being given out by local businesses so that a poster with the QR code can be hung in store windows for ease in downloading the app.

### **Finance Report – *Dee Felschow***

Dee Felschow presented the January 2013 financials and Bob Conway made a motion to accept the report. Emi Havas seconded the motion which passed unanimously.

Dee made a proposal to set a limit of \$50 for the office to be able to use the SDI credit card without requiring written authorization from a Trustee on the Executive Committee. After some discussion as to whether or not this was an adequate amount of dollars, Robert Weakley made a motion to accept Dee's proposal. Doris Schneider seconded the motion which passed unanimously.

### **Events – *Mark Wadmond***

Kevin Smallwood distributed a listing of 2013 Committee assignments to the Trustees and asked for the Board to become more involved in the 2013 events. A Chairperson has been selected for each committee. Kevin asked that each committee meet four times a year and Trustees on the committee are required to attend at least two of the meetings but hopefully all of them.

Mark Wadmond reported that we had a 70% return (a total of 93 cards) of the Holiday Dollar Cards from the downtown businesses. Although this was a good percentage, only half of the 300 cards ordered were distributed and we need to improve the distribution for the 2013 holidays.

The 20<sup>th</sup> Anniversary Celebration of the Summit Farmers Market will take place on June 9. The Mayor and City Council will be invited as guests and HTTV, The Alternative Press, Patch and Independent Press will be asked to cover the celebration.

Highlights of the celebration would include free Farmers Market T shirts, a band, free vendor samples to visitors from 10 am to noon and downtown merchants can be asked to open and be part of the celebration. Balloons can be placed outside their business to indicate that they are open that Sunday.

Mayor Ellen Dickson said that she has heard rumors that we may consider selling wine at the Farmers Market and wondered if this would be a conflict for our downtown businesses. Mark responded that we have looked into the possibility of including a NJ wine seller but to date have not made a decision to do so.

The Summit Greenmarket is a new event scheduled for June 27 through September 12 from 3 pm to 8 pm each Thursday and will take place along Beechwood Road from Bank Street to Springfield Avenue. The City has approved the location for this market. This will be an opportunity for some of the downtown businesses to remain open Thursday evening and hopefully bring some shoppers into their stores. The City hosts concerts and movies on the Village Green during the summer and the office will work together with Judith Josephs so that we support each other's programs.

Girls' Night Out is scheduled for May 2. We are considering changing the fall event to an all-day shopping event to coincide with the last day of the Greenmarket.

A Senior Day event has been tabled for now but will continue to be reviewed as a possible event.

### **Office Report – *Marin Mixon***

The American Flag Company which houses and hangs our event banners had experienced some problems with its bucket truck impacting putting up and taking down our banners over the past six months. The issues with the truck have been resolved and banners should be hung on a timely basis going forward.

The January first floor occupancy rate is 98.5%.

Newly opened businesses are: Kitchen Expression – 396 Springfield Avenue, Vita Organics – 314 Springfield Avenue, 16 Handles – 88 Summit Avenue, ENOPI – Lower Level – 447 Springfield Avenue, Second Time Around – 410 Springfield Avenue (1/2 space), Wool & Grace – 102 Summit Avenue and The Sweat Factory – 376 Springfield Avenue.

Opening soon are: The Meat House – 321 Springfield Avenue – April 2013, La Bottega – 50 Maple Street, and new furniture store – 376 Springfield Avenue. The muddy boot is expanding and expected to open in a month.

A seminar on Social Media Marketing Made Simple was held at Overlook Downtown on February 13 and about 15 people attended. The seminar will be repeated at Overlook Downtown at 8:30 am on March 7.

Bob Conway, Mark Wadmond and Marin Mixon will visit all of the farmers signed up for the Greenmarket and will do the same for the Sunday Farmers Market.

The GNO Committee will hold its second planning meeting next week. Tracy Beckerman, syndicated columnist and author will be a guest at Girls' Night Out.

#### **Common Council – *Greg Drummond***

Gregory Drummond advised that the streetlights along DeForest Avenue, Woodland Avenue and Maple Street are being redone.

#### **Suburban Chambers – *Beth Welsh***

Beth Welsh reminded the Trustees about the Tying the Community Together Award dinner on March 21 at The Grand Summit Hotel and advised that 70 tickets have been sold.

#### **Public Input – *Robert Steelman***

Robert Steelman commented about the Burgis Survey and stated that this committee should view the businesses in the downtown as assets and that the corporate businesses should be looked at as a specific business category. The Think Local First Committee is staffed by local residents and Ellen Dickson suggested that they be tied in to this project.

Robert suggested that SDI's Board agenda and minutes should be posted on our website and made public. The Trustees agreed with Robert but felt that the minutes should be published after they have been approved by the Board.

Robert asked if we have any stats on the new website that can be compared to the old site and Marin Mixon stated that the stats are available but have not yet been reviewed.

Kevin Smallwood closed the meeting by thanking Emi Havas for her time and leadership as past Chairperson.

**The next Trustee Meeting is March 27, 2013.**