

**Summit Downtown, Inc.
Board of Trustees Meeting
February 26, 2020 8:00AM
City of Summit City Hall, Whitman Room**

Members Present: Bob Conway, Allison Daubel, Joseph Hamilton, Leslie Herman, Tony Melchionna, David Naidu, Karen Schneider, Matthew Strauss, Nora Radest, Claire Toth and Greg Vartan. Staff: Nancy Adams and Kathryn Best.

Members Absent: Lauren Decker, Ray Merritt, and Michael Rogers.

Guests: None.

Bob Conway called the meeting to order at 8:01 am. Bob welcomed Allison Daubel, new retail representative, to the Board. Allison has been the owner of the Bar Method for three years now.

APPROVAL OF MINUTES – Bob Conway

Minutes were presented for approval. Tony Melchionna moved that the January 2020 minutes be approved. Claire Toth seconded, and the motion passed.

COMMITTEE/PROJECT REPORTS

Finance – Claire Toth

We continue to finish paying 2019 bills including holiday expenses and a large multi-project bill from Debra Trisler, our graphic designer. We received the assessment check for the fourth quarter of 2019. Overall, we're on target. Claire also reminded the Board that SDI approved our budget last month. It has been sent to the City for their approval. Tony Melchionna made a motion to approve the Financials for January 2020. Karen Schneider seconded, and the motion passed.

Stakeholder Meeting March 4th – Nancy Adams, Kathryn Best

The first Stakeholder Meeting of 2020 will be held on Wednesday, March 4, at the Wine List & Marketplace. Networking, wine and cheese starts at 5:30pm; program begins at 6pm. Christopher Chin, of Unlock NJ Homes, will give a brief presentation on digital marketing and social media for small businesses.

Holiday Parking 2020 Forward – Bob Conway

Bob reminded the Board that the goal was to make a request to Common Council for the next three or five years so we don't have to revisit this issue every year.

Greg Vartan asked Nancy if she ever received data on ticketing from Rita, which she did not. Greg said he would follow up with Rita. Mayor Radest and David Naidu both said that Common Council is trusting that SDI is making the correct business decision on the matter. There are obviously pros and cons, but it's SDI's duty to weigh those and make a recommendation. Allison Daubel stated that she was opposed to the program due to the lack of turnover. Tony said that he was also opposed to the program, but that he would go along with it so we don't bog down Council every year. In the past, he was always in favor of it. Now, he thinks there needs to be more effort or new technology to improve turnover. Alison agreed, saying there needs to be improved communication so everyone knows there's free parking. Nancy said that SDI did promote the free parking extensively; also businesses were surveyed after the free parking and Kathryn reported that 75% of the businesses who responded to the survey said they liked it, increased sales and want it to continue. Nancy and Greg said that the meter and kiosk bags will be ready for 2020. Discussion continued.

The Board's consensus was to request the same free holiday parking as 2019 for 2020-2022. Karen Schneider added that we need to continue to survey businesses at the end of the holiday season for their input.

Mural Funding Request – Bob Conway, Nancy Adams

Dylan Baker, one of the owners of Summit House would like to have a mural painted on the side of the old Rosalita's building, facing the shopper parking. Since he is hoping to hire Kelsey Montague, a relatively well-known muralist who has done work with Taylor Swift and the Super Bowl, it will cost \$20,000. Dylan is willing to pay \$10,000, Summit Public Art has committed to \$5,000, and he's asking SDI to commit to the remaining \$5,000. Dylan has said that the mural will not be about Summit House. Kelsey's murals are mostly interactive (eg: large wings that you can take photos with). Once she is retained, she researches the community and incorporates that into her work. She would likely incorporate the Farmers Market in some way. SDI has helped to fund a mural in the past. Discussion continued. Claire Toth made a motion to take \$5,000 from SDI's surplus for the mural, contingent upon SDI's Design and Beautification Committee approving the draft of the mural. Karen Schneider seconded, and the motion passed.

DCS/SDI Meeting Report – Tony Melchionna

- Tree trimming will begin again in March or April, depending on weather.
- The No Parking bollards are back in the downtown
- The alleyway behind Dunkin Donuts is still being discussed. The old Downtown Project has been closed out, and it would be a \$50,000 stand-alone project. It will need to be added to the capital budget, but that may not happen this year. Claire suggested that excess Clean Community grant money be earmarked for that project going forward.
- The spaces in the K Lot were restriped 1 foot narrower than standard parking spots. Mayor Radest said she would talk to Aaron Schrager about that.
- The power washing of the downtown will be scheduled for some time in March. Tony asked what the status of adding power washing to the outdoor dining permit was. Mayor Radest said that she would check to make sure it's added to the permit application.
- A youth group from a local church asked Tony about potential community service projects. Tony will be arranging for them to come downtown and help clean out tree wells and pick up litter. Tony has generously agreed to provide t-shirts for the youth group. Mayor Radest has offered to visit them and have a photo taken with them.

Summit Public Art – Leslie Herman

Leslie asked if SDI Board members would be willing to like Summit Public Art (SPA) on Facebook. Kathryn said she would send an email out to the Board with links to SPA's Facebook and Instagram pages.

Leslie also informed the Board that representatives from SPA would like to come to an SDI meeting to give us more information on their proposal for the fountain in the Promenade. Nancy said she would follow up with which meeting they should attend.

COMMON COUNCIL UPDATES Continued – Greg Vartan and David Naidu

Greg let the Board know that Corporate and Business memberships to the Municipal Golf Course are being simplified. Once a corporation or business purchases a membership to the Muni, their employees are able to use the course at the Summit resident rates. This clarification is going to Common Council for approval.

NEW BUSINESS

Claire informed the board that the Design and Beautification Committee is meeting with Christa Anderson on Thursday, March 19 at 8:30am in the Whitman Room in City Hall. All are welcome to attend.

PUBLIC INPUT – None

Tony Melchionna made a motion to adjourn, and Leslie Herman seconded. The meeting was adjourned at 8:49am.

The next Trustee meeting is March 25, 2020.