



Summit Downtown, Inc.

18 Bank Street, Suite 108

P.O. Box 1502

Summit, NJ 07902-1502

P. 908-277-6100 or 6101

F. 908-273-9256

www.summitdowntown.org

APRIL MINUTES AMENDED MAY 29, 2013

To: Summit Downtown, Inc. Board of Trustees

From: Kevin Smallwood

Date: May 24, 2013

Re: Summit Downtown, Inc. Board of Trustees
April 24, 2013

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

Guests: Beth Kinney
Ed Snieckus, Jr., Burgis Associates, Inc.
Robert Steelman

Kevin Smallwood opened the meeting at 8:02 a.m. followed by the Pledge of Allegiance.

A motion was made by Robert Weakley and seconded by Emi Havas to approve the March 2013 minutes. The motion passed unanimously.

Chairman's Report – Kevin Smallwood

Kevin Smallwood commented on the recommendations proposed by the Summit Advisory Parking Committee as a step in the right direction and expects the recommendations to evolve over time into a long range plan. The recommendations will be brought to the next City Council meeting as an ordinance which requires approval from Council. The proposal is not exactly

what SDI proposed but is a compromise. A 25 % discount will be offered to merchants as an incentive to purchase parking vouchers for their customers.

City Administrator's Report – *Chris Cotter*

Chris Cotter announced the Annual P.A.L. Fish Derby will take place this weekend at the Municipal Golf Course and this year Merck is participating in the event.

For the first time, the Municipal Golf Course will be offering residents a chance to play night golf on May 5 as part of their 45th anniversary celebration.

The Summit Elks Club will celebrate and commemorate Flag Day, June 14, on the Village Green at 7 pm.

The old Infiniti dealer on Franklin Place has been demolished to begin townhouse development on the site and single family homes will be built on Irving Place.

Redevelopment of the Broad Street and Post Office Lots has been approved by the Planning Board and Common Council. The property is owned by the Housing Authority and the Planning Board recommended that it be included in the redevelopment with city owned property to create a more vibrant CRBD and SID.

The DeForest lot plantings will be done in spring and the goal is that the improvement will be completed for Girls' Night Out.

The Summit Parking Advisory Committee made a presentation to the Mayor and Common Council on parking. Robert Weakley requested a response to questions submitted by SDI's Parking Committee that were not answered at the presentation and asked for a response to the proposition made by SDI for Girls' Night Out.

Chris Cotter responded that ambassadors and other individuals will be at the lots and that the City is sensitive to the concern regarding the back up of traffic. SDI will pick up the cost of parking so that after 5 pm parking will be free. The GNO Marketing Budget will cover the period from 5 pm to 5:35 pm. The ambassadors will help drivers to understand that the parking lot system is easy to use and if a line develops, the City will raise the gates. In addition, SDI will be distributing parking vouchers during Girls' Night Out for future use. Chris commented that he doesn't believe there will be a backup and that there are 280 spaces in those three DeForest lots.

Rich Lorensen stated that his senior customers are frustrated using the machine in the tiered lot on Springfield Avenue and come into his store 2 – 3 times a week for help. He stated that signage is confusing and needs to be simplified.

Toni George suggested that a Parking Advisory Committee volunteer go to a Fortnightly meeting to explain parking regulations and usage.

Robert Weakley asked why the gates are not being raised for Girls' Night Out and Chris Cotter responded that he doesn't want to perpetuate the thought that the lots are difficult to use and he is concerned people would abuse it during the day if they knew the gates would go up at 5 pm.

Burgis Study – *Beth Kinney and Ed Snieckus, Jr.*

Ed Snieckus is a consultant working with Mayor Ellen Dickson, the Planning and Zoning Board, and Common Council. He will be evaluating both first and upper floor usage and solicited our input on the study area. The study will include parking, improving the alleyways, gateway locations – where you come into the downtown, pedestrian access, special events, seasonal flagpoles, plantings, wayfinding, signage provisions and ordinances and an implementation plan.

Marin Mixon asked what the current issues are and was told they are the crosswalks and future design of the tree wells where they present a safety or parking conflict.

Other issues to be part of the study include available service for street holiday lighting, the new parking program and increase of time for parking areas, the re-thinking of land for residential use and townhouse development, expansion of the SID boundary, and operations of special features of the Farmers Market and Girls' Night Out.

Additional discussion was held and a copy of the study area can be found at http://www.cityofsummit.org/filestorage/8242/8298/8390/8728/Downtown_Planning_StudyREV.pdf.

A meeting with the general public is expected to be held by Memorial Day and a recommended action plan will be sent to Common Council. Beth Kinney and Ed Snieckus are the contact persons for the study.

Finance Report – *Dee Felschow*

Dee Felschow presented the March 2013 budget. Ellen Dickson made a motion to accept the report. Emi Havas seconded and the motion passed unanimously.

Marketing – *Emi Havas*

Emi Havas reported on the Marketing meeting held last Thursday which was primarily a brainstorming meeting with Jennifer Strikowsky and many committee members and focused on institutional advertising. Marin Mixon will be checking out opportunities.

Events – *Marin Mixon*

Marin Mixon reported for Mark Wadmond who was unable to attend the Board Meeting.

Over 200 vendors were at the Summit Spring Street Fair and there is a huge waiting list to get into the event.

Girls' Night Out is May 2. Marin passed around a signup sheet for help at the Welcome Table. Lori Dahl has arranged for Stageworks, LLC to create an outside lounge area for our guest author and the caricaturist will be located on Maple Street inside Salon 4 Kids. There will also be musical entertainment and a red carpet photo booth.

The Farmers Market will open with 27 farmers and purveyors on May 12 in the Maple Street/DeForest Avenue Shopper Lot. New to the market is Phillips Farm who will be selling fresh fruit and all farmers/purveyors from last season are returning with the exception of Carter & Cavero who is unable to participate due to a staffing issue. Harold Lefkowitz returns this season as Farmers Market Manager.

The Farmers Market will move into downtown on Beechwood Road for July and August.

The Summit Greenmarket will open on Thursday, June 27 through September 12 (except July 4) with 13 vendors of which 75% are new to the market and a few are from the Sunday market. Vendors at this market will sell only what they grow or produce from scratch using local/regional and seasonal ingredients. The Greenmarket will be on Beechwood Road and Bank Street to Springfield Avenue. Police will be available the first two weeks for traffic control.

The All American Fish Fry is scheduled for Saturday, May 18.

Discover Summit Arts will begin on June 23 and the Summit Festival of Fine Arts & Crafts will serve as the kick off for the week-long event. Monday, June 24, is Culinary Arts Day.

Summit Sidewalk Sales is scheduled for June 27, 28 and 29.

There is a vacant seat for a Trustee which was formerly held by resident Steve Pardee. The opening was advertised in the Independent Press but there have been no responses. A discussion took place on whether to eliminate the Resident Trustee position or to change it. Toni George and Beth Welsh were in favor of keeping it as a resident position and Chris Cotter commented that he has a resident contact who may be interested. Other suggestions included someone

from the Think Local First Committee who is Merck employee and Summit resident. Suggestions will be brought back to the Executive Committee.

Office Report – *Marin Mixon*

Newly opened businesses include Metro Home and The Meat House. Opening soon are La Bottega at 50 Maple Street, a two story spa at 410 Springfield Avenue and Nannie & Tutors at 459 Springfield Avenue. Fin Raw Bar and Kitchen currently in Montclair will be opening a second location on Maple Street and the muddy boot will be reopening late this month. Jimmy LePrete of Shore Catch from the Sunday Farmers Market would like to establish a retail operation and is interested in finding a Summit location.

Common Council – *Gregory Drummond*

Greg Drummond thanked everyone for their input on parking and SDI's recommendations will be introduced at the May 7 Common Council meeting and voted upon at the June 5 meeting

The meeting adjourned at 9:12 am.

The Next Board of Trustees Meeting is May 29, 2013