



## Summit Downtown, Inc.

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To: Summit Downtown, Inc. Board of Trustees

From: Kevin Smallwood

Date: July 9, 2013

Re: Summit Downtown, Inc. Board of Trustees  
June 26, 2013

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

**Guests:** See attached list to agenda.

Kevin Smallwood opened the meeting at 8:00 a.m.

### **Approval of Minutes – Kevin Smallwood**

A motion was made by Dee Felschow and seconded by Emi Havas to approve the May minutes. The motion passed unanimously.

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

Kevin Smallwood had all guests and Trustees introduce themselves and thanked everyone for attending the meeting and stating again that our meetings are public and that everyone is welcomed to attend any and all of the Board Meetings or Events Meetings. Our Board Meetings are held on the last Wednesday of the month, 8 am, Whitman Room, City Hall.

SPAC – Summit Parking Advisory Committee has voted to appoint an SDI member to their committee specifically designating the Chair or Co-Chairs of our

Parking Committee. Bob Weakley and Rich Lorensen will be attending those meetings in the future.

Kevin also announced the resignation of Doris Schneider from the Board as Doris is no longer a downtown property owner. Kevin thanked her for her many years of service to our organization and contributions.

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

Chris noted that the July 4<sup>th</sup> celebration will be held at Soldiers' Memorial Field and urges all residents to attend this all-day family event.

Also, he mentioned the start of the Hot Summer Nights Concert Series on July 9 will be raising funds to NJFMBA to restore the Jersey shore and 26 playgrounds in several of the shore communities and the Screen on the Green Movie Series begins on Thursday, July 18.

### **Summit Eats – *Kevin Smallwood***

Before starting this discussion, Kevin requested that everyone's comments remain on the issue, be respectful of others comments and keep comments as brief and succinct as possible.

Mark Wadmond asked to have the new parameters of this event stated so that everyone is on the same page.

Bob Conway stated the following:

- Event will be held for 4 Saturdays afternoons on the Village Green
- Event will be managed and organized by SDI
- All proceeds will go to SDI – approximately \$9,000
- All downtown Summit businesses can participate rent fee (just pay the Dept. of Health \$75 fee)
- There would be 35-40 additional outside vendors, carefully selected

Mark also stated that the proceeds would go towards funding the Holiday Dollars program during the holidays in December.

Mark Yeager felt that there has been a lot of confusion about this event and obviously, with the number of folks here today, a lot of opposition. Since there is no longer a conflict of interest with Bob Conway, then we should concentrate on whether this event is good or not for our downtown.

There followed extensive discussion among the Trustees both pro and con and among the guests that attended.

Emi Havas moved that the SDI Board approve Summit Eats constituted in its current format. Bob Conway seconded. A roll call vote was taken. The motion was defeated; 4-yes, 8-no; 2-abstentions.

Further discussion followed regarding activities for the downtown and Donna Puzella suggested a Block Party where merchants and eateries could participate together during the summer months. Another suggestion was a Street Fair with only our merchants and restaurants participating instead of all the outside vendors. These suggestions will be taken to the Events Committee for discussion at their next meeting.

### **Finance – *Dee Felschow***

Dee Felschow presented the May Financials and asked that they be accepted by the Board. Emi Havas so moved, Dave Bomgaars seconded and the motion passed unanimously.

Marin Mixon mentioned that to date we have only received two of our tax revenue payments. Also, our Clean Communities Act monies have not been received from the City.

Kevin mentioned that he would like the Board to consider using some of our surplus to redo some of the crosswalks in the downtown. The City is planning on renovating 5 crosswalks this summer. Each one costs \$3,500.00.

Since the crosswalks are crumbling in many places and are unsafe plus they don't look attractive, this expenditure would be appropriate.

Jerry Rotunno asked if a sponsorship program could be developed to raise monies for this project. Emi Havas said that perhaps we have might have to clear it with the DOT.

Dee asked who's responsible for the crosswalks – the City?

When the new downtown streetscape was done in 2000, one-third of the cost was the responsibility of SDI and therefore paying for the renovation might be an appropriate expenditure of some of the surplus monies.

Susan Taylor will review our By-Laws and Surplus Guidelines to determine if those funds can be used for the crosswalks.

### **Events – *Mark Wadmond***

Mark Wadmond reviewed the recent events stating that there were hundreds of cars at the Cars & Croissants event on June 17. Those folks also attended the Summit Farmers Market.

Mike Rassweiler, owner of North Slope Farm, stated that when other events are occurring on Sundays, his sales are down. However, Bob Conway, owner of Brownie Points Bakery and also a vendor stated that his sales are usually up when another event is happening and on that particular Sunday, he had the best day in his 7 years at the Market.

The Super Sidewalk Sales Day will start tomorrow Thursday – Saturday, June 27-29. We have over 50 businesses participating.

### **Parking – *Bob Weakley and Rich Lorenson***

Bob stated that he was extremely frustrated at City Hall due to no response to two of his emails requesting additional parking information. He will be holding periodic Parking Committee meetings to discuss signage and a possible bike program.

Dave Bomgaars said he would look into Bob's requests to the City for additional parking information.

### **Marketing – *Emi Havas***

At a recent meeting with Jennifer Strikowsky, SDI's marketing consultant, Emi and she discussed the desire to update our logo, recruitment brochure, and branding of the downtown. Jennifer vetted 3 different companies and recommended *The Graphic Office* based in Manhattan. This company is a top notch organization that Jennifer has worked with previously. *The Graphic Office* would meet with the Marketing Committee as well as visit Summit various times.

Emi said the estimate for the work is \$8,000, but we would meet with them before signing a contract.

Mark Wadmond said he likes the tag line – see it, shop it, live it and asked if they could use the same line but change up the logo.

It was also suggested that we meet with Burgis Associates and the City of Summit to coordinate this effort.

Mark Yeager felt that before we ask for a logo we need to determine what the vision is for the downtown – what is it that we want our downtown to be? Do we want more national stores or more mom and pops? Lori Dahl said that SDI needs to figure out the big picture before we start on this project.

Bob Weakley felt as if the logo would be the end result and there needs to be foundation work prior to that step. He asked that a written proposal be submitted and shared with the Trustees before voting on it.

Emi stated she felt a lot of work had been done through town-wide surveys in the last few years.

Mark felt the Board should table it until more discussion occurs and a proposal was shared with everyone.

Dee Felschow stated that this is one case where funds from the surplus could be used because of our guidelines.

Emi said she would hold a Marketing Meeting to discuss this issue and come back to the Board once this meeting was held.

### **Other Items**

Due to lack of additional time, Kevin Smallwood tabled the remainder of the agenda until the July 31<sup>st</sup> Board Meeting.

Meeting was adjourned at 9:56 am.

### **Action Items**

- Susan Taylor will review the Workman's Compensation annual premium of \$407.
- Susan Taylor will review Surplus Guidelines & By-laws regarding paying for renovated downtown crosswalks.

**The next Trustee Board meeting is July 31, 2013.**