



## Summit Downtown, Inc.

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To: Summit Downtown, Inc. Board of Trustees

From: Kevin Smallwood

Date: October 17, 2013

Re: Summit Downtown, Inc. Board of Trustees  
September 25, 2013

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

**Guests:** Al Dill, City Councilman  
Sandy Lizza, Candidate for City Council  
Ed Snieckus, Burgis Associates  
Jennifer Strikowsky, Marketing Consultant

### **Call to Order – Kevin Smallwood**

Kevin Smallwood called the meeting to order at 8 am and asked for an approval of the August minutes.

Emi Havas made a motion to accept the August 2013 minutes. The motion was seconded by Bob Conway and was passed unanimously.

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

Kevin Smallwood thanked Emi and Peter Havas, Marin and Chuck Mixon, Susan Taylor, Mark Wadmond and Susan and Bob Petrow who came out to volunteer at the Antique/Classic Car Show as well as Don Geddis for sharing his expertise as we transition to a new Car Show Committee. It was a learning experience for all involved and we welcome your suggestions for the upcoming years.

The Greenmarket ended the season on September 12 and there was both positive and negative feedback. Overall the market went well and we will take all comments into consideration. The market was greatly impacted by rain nearly every Thursday of the season. (More comments on page 4.)

Kevin circulated a letter of thanks from the Eastern Shore Pregnancy Center for a donation made in memory of Chris Cotter's mother.

## **Logo – Emi Havas and Jennifer Strikowsky**

Emi Havas stated that the existing logo SUMMIT *See it, Shop it, Live it* has always been difficult to work with and our new logo will identify who we are and what we are. It will be used in a global sense and applied to marketing that we do in the future specific to downtown.

The Logo Committee has been looking at this for the past several months and each of the committee members has contributed their own insights to develop a new logo.

Jennifer Strikowsky is a marketing consultant who has been working with SDI for two and a half years helping us with print media and marketing as well as developing our Z card. Jennifer introduced SDI to Angela Voulangas and Doug Clouse of The Graphics Office who have developed our new logo.

Angela and Doug met with the committee for a brainstorming meeting and discussed how logos have become symbolic in our culture. Language has been pared down and images have become more important. The old logo is cumbersome and is difficult to work with because the tag line is part of the logo.

At the first meeting, Angela and Doug asked each member of the committee to use one word to describe Summit and to get a feel for the image of Summit that we are trying to project with the intention of including all of those adjectives into the feel of the new logo.

The committee met again in mid-August to review at least a dozen visual options and ultimately decided on a formal logo and more casual stamp.

Jennifer presented a PowerPoint presentation on the new logo and invited comments from the Trustees. Several constructive suggestions were made and Jennifer will bring them back to The Graphics Office to incorporate. Kathryn Werlein commented that there should be a synergy between the City of Summit branding and SDI, and Ed Snieckus, who is working on the Burgis study, offered his comments. Susan Taylor asked if we should trademark the new logo and Dee Felschow suggested that we may want to do business as 'Summit Downtown' instead of Summit Downtown, Inc.

After all discussions were completed, Kevin Smallwood made a motion to adopt the new logo and stamp. Bob Conway seconded the motion which passed unanimously. Mayor Ellen Dickson stated that the City has a new communications person and that she will share the new logo with her.

### **Property Owner Vacancy – *Kevin Smallwood***

Kevin advised SDI that there has not been any response to ads or letters to owners to fill the Property Owner Trustee vacancy. He asked the Board to give it another month and to reach out to their colleagues to serve on the Board.

### **Downtown Crosswalks – *Kevin Smallwood***

Kevin opened for discussion his proposal made at the July Board meeting to take money from Surplus to repair some of the crosswalks in town that the City will not be able to fix in the immediate future. He stated that Paul Cascais has advised that Summit will be repairing 5 crosswalks and the County will be paving Summit Avenue and the City will be renovating all the crosswalks on Summit Avenue.

Kevin reminded the Trustees that part of SDI's mission is the safety and beautification of the downtown and that it may be a while before we receive any funding because of our designation as a Transit Village. If SDI approves spending surplus to improve five crosswalks in addition to the 5 on Summit Avenue, the crosswalks will be completed by November. The City will take suggestions from SDI on which crosswalks to repair at a cost between \$3,200 to \$3,300 but will ultimately make the decision on what crosswalks will be fixed.

After much discussion, Greg Drummond made a motion to take \$16,000 from Surplus to repair 5 crosswalks in the downtown. Ellen Dickson seconded the motion. Both Lori Dahl and Dee Felschow made amendments to the motion. The final motion is that SDI will take \$16,000 from Surplus to repair 5 crosswalks in the downtown on a one time basis in the interest of pedestrian safety and the City will provide an inventory of all of the crosswalks in need of repair. A roll call vote was taken. The motion passed with a vote of 12 to 4.

## **Finance – *Dee Felschow***

Dee Felschow presented the August Financials and Emi Havas made a motion, seconded by Bob Conway to accept the July Financials. The motion passed unanimously.

## **Events – *Mark Wadmond***

### **Car Show**

We had a beautiful day for the Car Show and once it again it was a successful event.

### **Hilltopper Weekend**

SDI will order balloons in gold, maroon and white for the Hilltoppers reunion weekend to be placed in the promenade and posters will be distributed to the businesses welcoming the alumni back for their reunions. Toni George commented that there will be many activities for the alumni the weekend of October 11, 12 and 13.

### **Five by Five**

SDI is sponsoring a new shopping promotion called Five by Five. It is a take-off of Bingo. Shoppers can pick up a game card at a participating merchant and shop at 5 different businesses on one street or shop at least one business on each of the 5 streets named on the game card. Each time a purchase is made, the sales person will place a sticker on the card under the column with their street heading.

The object of the game is to get 5 stickers in a row either vertically, horizontally or diagonally to be entered in a random drawing to win 1 of 10 Summit Gift Certificates for \$50 each. The promotion will run from October 14 to November 8.

### **Greenmarket**

There were mixed reviews on the Greenmarket and we will discuss this next year to decide whether or not to sponsor it in 2014. Both Mark Wadmond and Bob Conway went door to door to solicit feedback from the businesses on Beechwood Road.

A policeman was posted at Union Place and Summit Avenue during the Greenmarket and this cost SDI \$2,300. SDI would have made more money if we

did not incur this expense; however, pedestrians appreciated having a policeman directing traffic at that corner.

## **Halloween**

Trick or treating in the downtown has been changed to the actual day of Halloween, October 31, from 2:30 pm to 5 pm. This is in direct response to requests from the downtown businesses.

## **Holidays**

SDI and Community Services have had discussions about collaborating on holiday activities but a final decision to do so has not yet been made.

## **Street Fairs**

The final Street Fair in Summit is scheduled for October 6. Discontinuance of the Street Fairs will result in a loss of \$11,000 in income and SDI needs to address how to make up for this loss of income.

At the last Events Meeting a suggestion was made to host a music event. Springfield Avenue would be closed to traffic and bands could be performing in front of Winberries and The Luggage Center with a name performer as the final act on the Village Green.

## **Office Report – *Marin Mixon***

Businesses coming soon to Summit are The Woodhouse Spa, Nannies & Tutors, Fin Raw Bar & Kitchen and Blow In Blow Out. A contract is close to being signed for the space located at the former JK Office Machines at 2 Bank Street. Demolition of the former Bagel Chateau will begin October 1 and there will be a public meeting tonight to explain the process.

Marin Mixon met with Mark Giangiulio of The Grand Summit Hotel to see if there was any way to bring business into the downtown during the 2014 Super Bowl which takes place at the Meadowlands. Most of the activities surrounding the Super Bowl will take place in Manhattan.

The decision was made to create welcome packets for the Grand Summit Hotel and to contact the Short Hills Hilton and other local hotels to offer the packets to them. A suggestion was made to look into including gifts from some of the merchants and Z cards in the packet.

Kevin Smallwood will conduct mini-town hall meetings on October 17 in the morning and October 24 in the evening. A Constant Contact email will be sent inviting the downtown businesses to attend.

### **Common Council**

Ellen Dickson announced that there will be one more public meeting with Ed Snieckus on parking on October 17 at 7:30 pm at City Hall.

The meeting adjourned at 9:40 am.

**The next Board of Trustee meeting will be on October 30, 2013.**

### **Action Items**

- Susan Taylor will review the Workman's Compensation annual premium of \$407.
- Jennifer Strikowsky will convey comments regarding the new logo to The Graphics Office.
- The office will order balloons for Hilltopper weekend.
- Contact the Short Hills Hilton and area hotels to offer Welcome Packets during Super Bowl.
- The office will create a Constant Contact email blast for the Mini-Town Hall Meetings.