

**Summit Downtown, Inc.  
Board of Trustees Meeting  
October 31, 2018 8:00AM  
City of Summit City Hall, Whitman Room**

**Members Present:** Pat Angelo, Steve Bowman, Bob Conway, David Gittleman, Tony Melchionna, Nora Radest, Michael Rogers, Karen Schneider, Claire Toth, and Beth Welsh. Staff: Nancy Adams and Kathryn Best.

**Members Absent:** Susan Alexander, Andrew Genualdi, Joseph Hamilton, and Beth Little.

**Guest:** John Ruffley – Summit Resident

Bob Conway called the meeting to order at 8:05 am.

**APPROVAL OF MINUTES – Bob Conway**

Minutes were presented for approval. Tony Melchionna moved that the September 2018 minutes be approved. Beth Welsh seconded, and the motion passed unanimously.

**CHAIRPERSONS REPORT – Bob Conway**

SDI's new website is up and running. Bob thanked Nancy and Kathryn for their hard work saying the new website is a big improvement on our old website. The Summit Gift Card is also up and running. Gift cards can be purchased on SDI's website, at SDI's office, and during many SDI events. Nancy will be selling the Gift Cards at Lyric Park during Downtown Trick-or-Treat this afternoon.

Bob said that SDI may want to revisit the Downtown Trick-or-Treat after today. Westfield does a Trunk-or-Treat in the Train Station parking lot on Sunday instead of a downtown trick-or-treat now. Beth Welsh said that her businesses have always hated Downtown Trick-or-Treat, especially when it fell on a weekend. Kathryn reminded the Board that based on feedback from the businesses, the length of Trick-or-Treat was shorted to 1.5 hours and it will never be held on a weekend. If Halloween falls on a Saturday/Sunday, Trick-or-Treat will be held on the previous Friday. Pat Angelo said that it's a nice thing for downtown businesses to do for the community. Almost everyone in town has kids, so they're too busy with Halloween stuff to do any shopping that day anyways. Nancy said the office could survey the businesses if the Board is interested. David Gittleman said that the question is how to leverage the event to benefit the businesses and the downtown. Nancy said that it's virtually impossible to leverage anything specific during Trick-or-Treat, but it's a good will gesture that helps residents feel invested and connected to their downtown; Beth and Pat both agreed with Nancy's points that this was not the right event to try to do anything more than Trick-or-Treat because parents and kids have enough to do that evening. Discussion continued.

**COMMITTEE/PROJECT REPORTS**

**FINANCE – Claire Toth**

Claire informed the Board that the financials all look on-track. She reminded the Board that although SDI received 4 quarters of assessment revenue, one of those is from the 4<sup>th</sup> quarter of 2017. We have yet to move the funds from surplus to cover the website and gift card expenses.

It's time to begin the budget process for 2019. A budget meeting will be held at 8:30am in Claire's office on Thursday, Nov. 8. If any trustees have ideas for events, initiatives, or anything else involving funds, they should plan to attend that meeting.

Tony Melchionna made a motion to approve the Financials through September 2018. Pat Angelo seconded the motion, and it was approved unanimously.

**ELECTIONS – Bob Conway and Nancy Adams**

Today is the last day for candidates to throw their hat in the ring and have their name on the ballot. (Write-ins are still allowed.) We currently have two residents running for one spot: John Ruffley, who is here today, and Ray Merritt. We have two property owner spots and one property owner running: Matt Strauss. Bob is the only one running for the Retail spot.

**STREET FAIR 2019 – Nancy Adams**

SDI received a check for a little over \$4500 for the 2018 Street Fair. Daryl has asked to have the Street Fair again in 2019 on Sunday, Aug. 18 from 11am-5pm. He said that revenue was down a little bit because it was held in August, but Daryl still felt it was a well-attended, successful event. Previously, the Street Fair was held in June; this year, Daryl agreed to move it to August at the request of the Board. Tony said that he is in favor of the Street Fair. It brings thousands of people into the

downtown, it generates income for SDI, it isn't a lot of work for the SDI office, and it's held on Sunday, when many of the businesses are closed, so it doesn't interfere with too many of the businesses. Beth and Mayor Radest agreed that that time of August is good since some of the families are back in town for sports practices, etc. Beth reminded the Board that the Street Fair used to be held then and the businesses liked it since they were able to clear out inventory and get ready for fall. Discussion continued. Tony Melchionna made a motion to have the Street Fair on August 18, 2019 from 11am-5pm. Claire Toth seconded the movement and it was approved unanimously.

### **ON-SITE FARMERS MARKET MANAGER**

Kris Ohleth, this year's on-site Farmers Market Manager, will not be returning for 2019. She has opened her own business and started a new full-time job since we hired her. Mario, the owner of Stefan's Specialty Foods (the Polish foods/pierogi business) filled in for Kris when she had a weekend off. He has indicated that he may be interested in being the manager for the 2019 season. Bob said that if he had to pick a vendor to manage, he would probably choose Mario because he's cooperative, even-tempered, nice to everyone, and a long-term vendor with no direct competition. Since Mario is a vendor, he's already there early every Sunday, so we wouldn't have to worry about him not showing up. Karen Schneider agreed that Mario seems like a good idea. Her only concern was what would happen if Mario was busy at his booth and something happened that needed his attention as a manager. Nancy said that we may do some rearranging so that Mario is next to the SDI booth. Pat Angelo knows someone else who is interested too. Discussion continued.

### **DCS/SDI MEETING REPORT – Tony Melchionna**

- Aaron Schrager and the City are looking into having charging stations for electric cars.
- When it rains, the gates are up in the Park & Shop lots. Not only is the City not collecting revenue, but the lot is completely jammed by 10-11am since all the downtown employees and commuters have learned that parking there is free if it rains. Michael Rogers said that the machines don't work when it rains. Short of replacing the machines, that's their best option.
- There's still no second light pole in DeForest Lot #2.
- Crosswalks were supposed to be restriped, but it's been too rainy, so they have to reschedule.
- The PAL Halloween parade was held on Sunday since it rained on Saturday. Steve Bowman reported that the parade went well and was well-attended.
- DCS has quite a few employees retiring, including five who are involved in snow removal. The department may outsource some of its snow removal efforts.
- Work on River Road will begin on Nov. 1.
- Aaron is consulting the forester about whether or not to replace some of the trees downtown. Tony explained that's why some of the tree wells were a little short on plantings this year; the City is deciding whether or not to replace the trees or remove the treewells (That's what was said. Is that right?). Steve added that the forester has already recommended a type of tree that is more disease-resistant.
- The parklet is still considered a pilot program and Aaron wants SDI's feedback. Tony, who was once opposed to the parklet, now likes it, though he worries that it's on too busy an intersection. Beth feels that it isn't utilized very much other than at lunch time. Pat suggested adding umbrellas to Lyric Park since it's full sun for much of the day. Tony has asked Aaron to look into expanding the seating at the horse trough area into the yellow striped area in the street. Discussion continued. The Board's consensus is they support continuing the parklet in the same location next year.
- Two big bellies have been installed by Starbucks and in the Promenade. The bags for them have been ordered.
- Tony mentioned that from 5-7pm the Lyft initiative adds to the congestion around the Train Station with cars parking wherever they want. Tony suggested asking the police department to do some targeted enforcement during that time. Mayor Radest said that Lyft drivers are allowed to pick up passengers on the Village Green side of the Train Station, but she would bring the issue up at Safety Committee.
- Steve informed the Board on that there will be several loading zones in the CRBD: by Winberie's, 2 on DeForest Ave., 2 on Summit Ave., one on Union Place, and one on Beechwood Ave. The goal is to prevent all delivery trucks, including UPS/FedEx, from parking in crosswalks. The police will hand out maps and work with delivery drivers to identify the loading zones.
- Karen Schneider mentioned that she has had issues with contractors. Someone ran into her building and damaged her siding, sometimes contractors block the alleyway, etc. Karen asked if there's a way to contact the contractors directly rather than going through the lessee. Steve said that it may be possible to pull the contractor's permits and get contact information from that.

### **DESIGN COMMITTEE – Claire Toth**

Claire explained that Bob suggested that SDI have a Design Committee and a façade grant program. That would allow both new and existing businesses to apply for a matching grant to improve their building (such as new signage, awnings, etc.). That would also allow SDI to have some say in stores' design efforts. Committee members: Claire Toth, Tony Melchionna, Dave Gittleman, Peter Lloyd (Bob's partner who has design expertise), John Ruffley (lifelong Summit resident with marketing expertise), and Melissa Spur (Summit resident, historic preservation member, and Green Team member). Claire said that the committee has great enthusiasm and ideas. They have discussed proactively reaching out to pain points rather than waiting

for businesses to approach them. They hope to work with Beechwood Wine & Liquor and businesses that back up to the Park and Shop lots. Beth expressed concern that SDI would essentially be taking money from property owners who are doing a good job maintaining their properties and giving it to property owners who aren't. Tony said that although he understands Beth's concern, façade grants specifically are mentioned in SDI's charter and when the program is for the benefit of the whole downtown, he feels it's worth it. Tony made a motion to approve \$12,500 for the Design Committee in 2019. The motion was tabled and will be discussed as part of the budget process.

**HOMETOWN HEROES – Karen Schneider**

The Hometown Heroes program will be expanded in 2019. Nancy spoke to Michael Arlein (SP?) who said he would prefer that SDI make a donation to the program rather than paying for a portion of the brackets since they are getting very high caliber brackets. Michael Arlein said he was comfortable with SDI using the brackets when they're not being used for Hometown Heroes. Tony supported this idea and said he felt confident SDI would be able to work out an arrangement with DCS to switch out the banners since SDI has never had a better relationship with DCS and DPW. Nancy said that the Hometown Heroes program is hoping to raise about \$15,000. The Executive Committee discussed donating \$2,000-\$3,000. Karen Schneider made a motion to contribute \$2,500 from SDI's surplus to the Hometown Heroes program, with the understanding that SDI would be able to use the brackets when the Hometown Heroes banners are not being displayed. Tony seconded the motion and it passed unanimously.

**EVENT UPDATES – Nancy Adams and Kathryn Best**

**Arts + Cars**

Nancy asked the Board if they would be interested in having a beer garden at Arts + Cars in 2019. If the Board is interested, then Nancy needs to start talking to beer distributors to find a sponsor very soon. SDI is a 501(c)3, so we would be able to apply to the State ABC for a Social Event Permit. Tony suggested we could call the event ABC – Arts, Beers, + Cars. Discussion continued. The consensus was for Nancy to continue investigating the possibility of having a beer garden at Arts + Cars in 2019.

**Design Day & Night**

Kathryn reported that despite the rainy weather, Design Day & Night was successful. We made an effort to reach out to design professionals to get them to think of Summit as a resource for their clients and design needs. We partnered with Design NJ (DNJ) to market the event, especially to design professionals. About one third of those who RSVPed were design professionals. The tablescape our design businesses created at Summit House were beautiful. Hopefully some of the buzz will continue past the event as we continue branding Summit as a design destination. As a part of our partnership with DNJ we will have an ad in their next edition.

**COMMON COUNCIL UPDATE – Mayor Radest, Steve Bowman**

The City continues to move ahead on Broad Street West Redevelopment Project. There will be a progress update before the end of the year. Then, in the first quarter of 2019 there will be a meeting for the public to provide more input. The Skip the Straw Initiative will be formally announced tomorrow.

**SUBURBAN CHAMBERS OF COMMERCE UPDATE – Beth Welsh**

The Chamber continues to hold Wine Down Wednesdays and First Friday events. This month's First Friday is themed "Get Your 'Ask' in Gear" with an excellent presenter.

**NEW BUSINESS**

Claire mentioned that she would love to see signs in leased spaces that say something like "The Shade Store is Coming Soon!"

**PUBLIC INPUT – None**

Tony Melchionna made a motion to adjourn, and David Gittleman seconded. The meeting was adjourned at 9:28am.

**The next Trustee meeting is November 28, 2018.**