

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – APRIL 12, 2019**

Present:

Joe Colangelo/resident
Anthony Durante/chairman
Paul LaCorte/property owner
Kristen Mider/resident
Steve Needle/property owner
Barry O'Donovan/business owner
Margaret Sacco/property owner
Jaime Cryan/Township Administrator
Gabe Bailer/Director
Caren Demyen/Administrative Assistant
Michelle Stavrou/Social Media Coordinator
Tricia Greeley/Annealed Studio

Absent:

Tom Connolly/business owner
Ashley Legg/resident
Jean Maisonneuve/Township
Commissioner

Mr. Bailer called the meeting to order at 8:35am. Announcement made that the meeting was posted as required by law.

APPROVAL OF MINUTES

- *Motion to approve March 2019 minutes by Mr. LaCorte, seconded by Mr. Colangelo. All members were in favor.*

CHAIRMAN REMARKS – Anthony Durante

- Mr. Durante thanked everyone for their contributions to the DMC. He is looking forward to spring with the plantings throughout the town as well as the upcoming events. Mr. Durante motioned for a closed session and Mr. Colangelo seconded. All members were in favor.

DIRECTOR'S REPORT - Gabe Bailer

Monthly Project Report

- Mr. Bailer introduced Tricia Greeley from Annealed who will eventually be the new Board member once the resolution is adopted at the next township meeting.
- May meeting was changed to Monday, May 13th at 8:30am due to scheduling conflict.
- Celebrate Cranford – June 9th – will have a kids zone, Get Fit, sloppy joe eating contest, two live bands, and a ribbon cutting ceremony.
- We are applying an electrical charging station grant – we put in an application for 2 dual port charging stations in the parking garage, 1 dual port at the library and 1 dual port at Lot 7. Worked together with the Green Committee as well as the Environmental Committee. Grant is through the NJDOT.
- Wifi will be installed next week. Once that is set up it will be tested. In May, we will make the public aware. Mr. Bailer thanked Mr. LaCorte as well as Ricot from Urban Burger. Urban Burger will be one of our sponsors on our splash page. Ms. Sacco asked if there was a promotional plan to let people know about the wifi to make sure we get the word out. Mr. Durante asked if there could be cards at Track 5 or posters in the stores downtown.
- Post Office Plaza – Mr. Bailer, Mr. LaCorte, Mr. Durante and Mr. Connolly met with three contractors to go over the scope of the potential project. The contractors will get back to the DMC with proposals in May.
- Bike racks – mark outs are finalized and working with the DPW to install a bike rack at Eastman Plaza and by Cranford Bagel.
- Three new trees to be planted in Lot 7, 2 new trees on South Avenue, 2 tree stumps to removed. Mr. Durante asked to make sure they are not pear trees that will be installed.
- Two benches on North Union were removed. Four new benches were available at the DPW – two will replace the ones on North Avenue, one will go by Lot 1 and one will go by Lot 7.

- Summer plantings will be installed in May. Sunday, May 19th at 11am, the DMC Board members will install the plants at Post Office Plaza.
- Working on a handout that includes the parking map.

NEW BUSINESS

- New nail salon on 7-9 North Avenue. They were doing work illegally – they have a stop work order issued. Contractor came by to apologize and they were told they have to wait for the permits. A fine is involved.
- Witch Baby Soap – coming along nicely and plan to open up in May.
- Cranford Station – looking to open up in June.
- Glow Beauty Bar – looking to open end of June/early July
- Shop Local event on April 26th – spend \$26 anywhere in town on 4/26. There will be an after party at A La Mode from 5-7pm where you can get a free ice cream as well as included in a raffle for a gift certificate to a downtown business (\$100, \$75 and \$50).
- Poetry Slam is planned for April 25th – Ms. Mider is working with Café Teasia geared towards students. Her hope is that she can create a event that is once a month where students can share their writing.
- Sip and Shop will be on May 10th – the DMC provided the cups for the Women’s Club. Mr. O’Donovan asked if we ever considered closing off North Union or one of the streets so there is a safe place for people to stay between shops.
- Piano unveiling will be May 3rd with Joe Regan at 7pm.
- June 9th is the Celebrate Cranford event – collaboration with other groups in town such as the Chamber of Commerce. Lego night will be July 19th and an outdoor movie is planned for August.

BOARD COMMITTEES

- Application Review Committee – Mr. Durante still getting the committee going – revisiting the land development ordinances. Going to reach out to some of the Boards to find time to sit down to review the ordinances.
- Business Development – Ms. Sacco mentioned that they are planning a round table discussion with business owners on May 8th at 9am at Anthem. Discuss what we can do for the businesses and if there are any concerns. Mr. Bailer mentioned making sure the year-round guide and if they would want to make any changes. Hoping to establish a dialogue with the business owners.
- Finance – Mr. Colangelo wants to make sure we touch on the holiday guide since it’s a large line item and if we don’t do it, what will we do to replace it.
- Maintenance – still discussing with Mr. Cryan and PSEG about the lights. We are down to 15 lights still out.
- Marketing & Communications – no updates.

RESERVE

- Logo – New concepts were shown to the board members. Mr. Durante guided the group through the different versions that the graphic artist provided. Feedback was collected and will be shared with Darcy for revisions.
- Distrx – meeting in March with 15 attendees. Twenty businesses have signed up and Mr. Bailer worked it out with Distrx that it will be half price for the first year. Planning to launch in May or June.
- Reviewed options for reserve spending with pay station bags, tree surrounds, new planters, etc...

PUBLIC COMMENTS

None

Motion to adjourn at 9:47am by Mr. Durante. Mr. O’Donovan seconded. All were in favor.

Respectively submitted,
Caren Demyen, Administrative Assistant