

CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – APRIL 17, 2020

Present:

Joe Colangelo/resident
Anthony Durante/chairman
Tricia Greely/ business owner
Paul LaCorte/property owner
Ashley Legg/resident
Jean Maisonneuve/Township Commissioner
Kristen Mider/resident
Steve Needle/property owner
Steve Oliveira/property owner
Gabe Bailer/Director
Margaret Sacco/ business owner
Michelle Stavrou/Social Media Coordinator
Caren Demyen/Administrative Assistant

Absent:

Tom Connolly/business owner

Mr. Bailer called the meeting to order at 8:30am. Announcement made that the meeting was posted as required by law.

APPROVAL OF MINUTES

- Prior to the approval of minutes, Mr. Durante did a roll call since the DMC meeting was virtual. Motion to approve March 2020 minutes by Mr. Durante, seconded by Ms. Sacco.

TOWNSHIP COMMISSIONER REMARKS – Commissioner Maisonneuve

- Commissioner Maisonneuve gave his condolences to the Mider family for their loss. The DMC budget has passed and let the Board members know to ask any questions they may have. Regarding businesses being able to open due to COVID-19, the township follows the guidelines set by the governor and state.

CHAIRMAN REMARKS – Anthony Durante

- Mr. Durante did a roll call to check which members were on. Mr. Durante gave his condolences to Ms. Mider and her family. The DMC board members will be making a donation to FLAG (Front Line Appreciation Group) of Cranford. Mr. Durante thanked Ms. Demyen and Mr. Colangelo for their help with FLAG and that it's been a great support to the Cranford food establishments. Mr. Durante wanted to discuss ideas on how to reopen when that time comes.

DIRECTOR'S REPORT - Gabe Bailer

Monthly Project Report

- Mr. Bailer gave his condolences to Ms. Mider and her family.
- Mr. Bailer thanked Ms. Demyen and Mr. Colangelo on their work on FLAG and helping to bring the community together. Over \$53,000 has been raised to spend in the Cranford food establishments.
- The DMC office is doing a gift card campaign where every week a resident can win. To enter, they must show the receipt of purchase for a Cranford location.
- Think D'sign Print is selling t-shirts for businesses who sign up. A t-shirt is \$20 and \$10 goes back to that specific business. To date they have raised over \$6000.
- The DMC is sending weekly emails as well as hosting weekly Zoom calls with the business owners.
- Right now we are at 3% vacancy but Mr. Bailer expects to see that increase in June.
- Mr. Bailer reviewed survey results that were sent out to the business owners.
- Banners were put up in stores that were donated by TC Graphics.
- Working on a Cut for a Cause campaign to help support the salons and spas.

- The office received 6 planter donations. Plaques were made to put on the planters for the spring and summer season.

NEW BUSINESSES

- Ms. Greely mentioned that because of the materials used in her store, she cannot create kits for her customers to bring home. She has said her landlord has been very helpful. She does have customers asking for reimbursements on class packages since they are closed.
- Mr. LaCorte suggested that the township needs to become more business friendly in regards to permits, etc... The township needs to speed up the process to help these owners. Mr. Colangelo agreed that these businesses need to be fast-tracked. Mr. Bailer said that the zoning department is looking into fast-tracking applications the best they can.
- Mr. Durante and Mr. Bailer have been looking into options for overflow including street closures.
- Ms. Mider thanked everyone for their support during this time. She suggested trying to find more outdoor dining spaces as well as purchasing more tables/chairs.
- Mr. Colangelo suggested coming up with a case study on how to implement some out of the box ideas like al fresco dining.
- Hilltop suggested bringing in more bike racks throughout the town so people have options to get downtown.
- Mr. Bailer will be creating a Google doc for ideas/suggestions for the Board to fill out.
- Website was updated by TC Graphics – Mr. Bailer reviewed the business directory with the Board.

Motion to adjourn at 9:45am by Mr. Durante. Ms. Mider seconded. All were in favor.

Respectively submitted,
Caren Demyen, Administrative Assistant