

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – DECEMBER 21, 2018**

Present:

Chris Ashrafi/resident
Joe Colangelo/resident
Tom Connolly/business owner
Anthony Durante/chairman
Paul LaCorte/property owner
Jean Maisonneuve/Township Commissioner
Steve Needle/property owner
Barry O'Donovan/business owner
Margaret Sacco/property owner
Gabe Bailer/Director
Caren Demyen/Administrative Assistant
Michelle Stavrou/social media coordinator
Ashley Legg

Absent:

Kristen Mider/resident
Clara Nunziato/business owner

Mr. Bailer called the meeting to order at 8:36am. Announcement made that the meeting was posted as required by law.

APPROVAL OF MINUTES

- *Motion to approve October 19, 2018 minutes by Ms. Sacco, seconded by Mr. Donovan; remaining members voted in favor with the exception of Mr. Connolly who abstained.*

TOWNSHIP COMMISSIONER REMARKS - Commissioner Maisonneuve

- Jamie Cryan, the new township administrator, will be starting on January 2nd. Commissioner Maisonneuve thinks that the Board will be very impressed. Chief Greco did a great job in the interim and his help was much appreciated during the transition. Patrick Giblin will be the new mayor starting in January. Commitment to keep moving forward on the North Avenue development and Post Office Plaza. Expressed that younger Cranford needs to get involved. Chris Ashrafi has graciously decided to take on the role for the Zoning Board committee. Ashley Legg will take over the position and Commissioner Maisonneuve feels that she will add a lot to the Board with her ideas.

CHAIRMAN REMARKS - Anthony Durante

- Mr. Durante wished everyone a "Happy Holiday" and thanked everyone for their commitment and contributions in 2018. Though Chris is stepping away, Barry, Tom and Paul are committed to come back in 2019. Mr. Durante feels that the make-up of the Board is extremely strong and it is great to have continuity moving forward next year. Everyone's efforts are appreciated.

DIRECTOR'S REPORT - Gabe Bailer

Monthly Project Report

- Mr. Bailer thanked everyone for accepting him as director this year and helping him make a smooth transition. He looks forward to continue working moving onward and upward into 2019.
- Monthly project report – received a \$10k grant from the NJTPA. Kick off meeting was last week and was attended by Paul, Tom, Bill Masol (township engineer) and CPD. Mr. Bailer felt that it was a good brainstorming session. They will provide the Board with technical assistance for conceptualizations for street design.
- Parking map – Mr. Bailer gave credit to Ms. Demyen for creating the parking map. Discussed some potential changes to map regarding parking times. Mr. Bailer mentioned after changes are made, putting it on the website, providing it to businesses, and creating a press release.

- Lot 7 – lease agreement with Grand Sanitation – they haven't been paying the lease for the last two years. Mr. Donovan mentioned that the apartments in the area seem to use the dumpster illegally and that pick up needs to be every day. RND submitted a proposal for trash pick-up and Mr. Bailer will be following up. Mr. LaCorte questioned the use of garbage bins instead of everything using the dumpster. He suggested that the garbage carrier has to pick up every day. Members agreed it may be time to look into changing the hauler.
- Bel Giardino – has been very difficult to work with regarding the awning. Mr. Bailer showed examples of what his plans are. Bel Giardino owner feels that his awning should be permitted since there are plenty of businesses in town that are not compliant with Cranford regulations. Mr. Donovan feels that this is a chance to revisit the signage around town with zoning, building, etc...
- Mr. Bailer provided everyone a list of the DMC accomplishments for the year – marketing, communication, events, township development, business development and maintenance.

New Business Openings

- King's Strength & Fitness – Opened and ribbon cutting was attended by Mr. Bailer and Commissioner Maisonneuve.
- Glow Beauty Bar will be opening in former location of Little Scoops – they will be renting both spaces.

Event Feedback

- Holiday Shop – Ms. Sacco said she only had 4 people come in between 6-8 who were planning to come in on Saturday. She felt she didn't get any new business. However, she felt that if you were on North Avenue, you may have seen more traffic due to the restaurants. Mr. Bailer mentioned that Periwinkles, Anthem and Simply said that they had an increase in sales. Received positive feedback on the carolers. Overall, inexpensive event to run and easy for businesses to participate.
- Holiday Movie Series has been a hit – movie theater is seeing 2-3x more sales for the Saturday matinees. Movies have been at 11am every Saturday and have included Home Alone, Elf, National Lampoon's Christmas Vacation, Polar Express and It's a Wonderful Life. We will continue working on other movie series throughout the year.

NEW BUSINESS

- Application Review Committee - create a committee that focuses on applications whether it's façade, awning, etc... Mr. Connolly will be leading up this committee.
- Promotion of nj.com and NJ-APA awards. Received pricing for avenue banners. Discussion also for window decals for businesses, tent cards, social media avatars, email signatures. Mr. Durante also thought we should do a party that has cupcakes, etc... Mr. Colangelo thought we should get bumper stickers and if you have it on your car, you get one free month of parking. Discussed about putting it on the entrance signs to Cranford. Ms. Legg suggested working with merchants such as Think D'sign Print with making t-shirts, etc...
- Darcy (graphic artist) meeting – will be helping with the logo, strategic plan document, business development document and more. She met with Mr. Bailer, Ms. Stavrou and Ms. Demyen this past Tuesday to go over potential ideas. She will be attending the January meeting to present a few options for the logo for the Board to review.

OLD BUSINESS

Reserve funds

- We have \$16,942 left in reserves.
- Public wifi (\$2500 upfront cost. Monthly costs will be associated with this). You can increase/decrease the bandwidth depending on the time of the year. Will be mounted on Paul LaCorte's building. This was approved to move forward.
- Charging stations options ranging from \$1k-10k. Board discussed tabling charging stations for the future due to reserves budget.

- Bike racks – Showed two designs – Board was still split between which ones they liked better. Mr. Durante asked Mr. Bailer to come back in January with a very specific plan on location, style, quantity and price.
- Utility Box Wraps – Mr. Bailer suggested having a selection committee of two DMC members, two business owners and two artists/residents. Committee would decide on the direction of the utility box wraps – whether it's art, map, etc...
- Pay station banners – once logo is set, we will look into getting bags made.
- Motionloft – sensors would be put up in certain locations to get pedestrian and vehicle counts in real time. \$3450 per sensor for 1-year. Second year is \$1500 per sensor.

Board Committees

None

PUBLIC COMMENTS

None

❖ ***Motion to adjourn at 10:00am***

Respectively submitted,
Caren Demyen, Administrative Assistant