

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES –DECEMBER 8, 2017**

Present:

Barry O'Donovan/Chairman
Patrick Giblin/Deputy Mayor
Tom Connolly/business owner
Anthony Durante/resident
Paul LaCorte/property owner
Jean Maisonneuve/resident
Clara Nunziato/business owner
Vicki Spurr/resident
Terence Wall/Township Administrator
Kathleen Miller Prunty/Director
Michelle Stavrou/social media coordinator
Ellen O'Donnell/administrative assistant

Absent:

Joe Colangelo/resident
Steve Needle/property owner
Maureen Tinen/property owner

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

APPROVAL OF MINUTES

- ❖ *Motion to approve October 21, 2017 minutes by Mr. Durante, seconded by Mr. Connolly, all in favor.*
- ❖ *Motion to approve November 17, 2017 minutes by Mr. Durante, seconded by Mr. Connolly, all in favor.*

TOWNSHIP COMMISSIONER REMARKS - Deputy Mayor Giblin

CHAIRMAN REMARKS – Barry O'Donovan

- Mr. O'Donovan offered his gratitude to Ms. Prunty and thanked the DMC Board and Deputy Mayor Giblin for their service, acknowledging it is his last meeting as chairman but will remain on the board.

BOARD COMMITTEES

Finance – M. Tinen, P. LaCorte

- Ms. Prunty distributed a draft 2018 operating budget, salary and wages excluded, noting little change from 2017.
- Reserve fund remains approximately \$50k.
- Roughly \$2k unspent in 2017 operating budget that will be rolled into reserve.
- Ms. Prunty distributed a history of the SID tax, beginning in 1986, noting little fluctuation including that the SID tax has been \$.21 since 2013.
- Follow up discussion on 2018 budget to follow in January.

Strategic Plan – A. Durante

- Mr. Durante highlighted progress of the strategic plan e.g., parklet, pedestrian safety planning.
- Mr. Durante, Ms. Prunty, Lt. Davenport and Bill Masol attended a meeting with the county on November 29 to discuss intent, purpose, locations where the DMC would like to pilot pedestrian safety projects.
- Mr. Durante reported that the county was receptive; concerns included snow removal and traffic progression.
 - Next steps: Mr. Durante and Bill Masol to collaborate on a draft plan and meet again with county engineer (date TBD).

Marketing, Events & Communication – C. Nunziato, V. Spurr

- Shop Small Saturday brought a significant amount of shoppers from surrounding towns.
- Ms. Nunziato noticed, within her store, that shoppers weren't using the holiday guide as much as previous years.

- Ms. Nunziato described the holiday shopping trends, noting that theme days, i.e., black Friday, Shop Small Saturday, were very popular.
- Periwinkles' annual Cranford scene Christmas ornament is an image of the Scarecrow Stroll.

Design Standards & Maintenance – T. Connolly, P. LaCorte

- “Walk” sign at North Union and North Ave remains out; it has been escalated to the CPD.
- Bulbs out in alley string lights; DMC office to follow up.

DIRECTOR'S REPORT - Kathleen Miller Prunty

206 North Ave W

- King Farms – approved by Zoning Board to convert 1st floor from retail to residential space.

Ambeli

- Business owner still seeking approval to construct a vestibule outside of the entrance.
- Ms. Prunty met with owner, Chris, consulted with Bill Masol and determined it is not going to work.
- The new traffic light at that intersection will result in more reasons a vestibule won't be feasible.
- Ms. Prunty suggested using the side entrance; business owner isn't in favor or interested in trying it.
- Mr. Connolly believes there is a code requirement for stores to have vestibules based on square footage occupied; suggested there is an opportunity for a remedy now or for future businesses.
- Agreement that nothing can proceed until the new traffic signal is completed in Spring 2018.

Available Spaces

- 7-9 N. Union (Little Scoops) hired new broker, Goldstein & Co.; has a potential business interested in the space.
- 8 Eastman Street (former front of Crossfit KOA); yoga studio close to signing a lease.
- 111-115 North Union (empty lot) – property owner isn't interested in selling or building; hopes to enter into a land lease, particularly with a national chain.
 - Ms. Prunty met with the property owner on multiple occasions, advising him that his plans are unrealistic.
 - Deputy Mayor Giblin spoke with him as well, all in an effort to move things forward.
 - Additional discussion on whether or not the property could be considered blighted area.

Victorian Lights installation

- Rollout has started and is on schedule.

NJ Transit Platform Project

- On December 2 participants were invited to the train station to view the completed installation of the platform artwork.
- In the Spring NJ Transit will have a ribbon cutting when the entire platform renovation is completed.
 - Next steps: Ms. Prunty to find out the status of the parking lot NJ Transit is using for staging.
- Ms. Spurr asked for an update on additional improvements that could be accomplished while the construction crew was at the train station; Mr. Needle was taking the lead, Ms. Prunty to follow up.

Drop Box in 2018

- A drop box has been set up and will be utilized for 2018 DMC Board documentation.

NEW BUSINESS

- Ms. Nunziato requested confirmation for when police will be in the downtown directing traffic/helping with pedestrian traffic; Deputy Mayor Giblin to follow up.

Motion to go into closed session by Mr. O'Donovan, seconded by Mr. Durante, all in favor.

Respectively submitted,
Ellen O'Donnell, Administrative Assistant