

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – FEBRUARY 15, 2019**

Present:

Joe Colangelo/resident
Tom Connolly/business owner
Anthony Durante/chairman
Paul LaCorte/property owner
Ashley Legg/resident
Jean Maisonneuve/Township Commissioner
Kristen Mider/resident
Clara Nunziato/business owner
Barry O'Donovan/business owner
Margaret Sacco/property owner
Jaime Cryan/Township Administrator
Patrick Giblin/Mayor
Gabe Bailer/Director
Caren Demyen/Administrative Assistant
Michelle Stavrou/Social Media Coordinator

Absent:

Steve Needle/property owner

Mr. Bailer called the meeting to order at 8:31am. Announcement made that the meeting was posted as required by law.

APPROVAL OF MINUTES

- ***Motion to approve January 2019 minutes by Mr. Durante, seconded by Ms. Sacco. All members were in favor.***

TOWNSHIP COMMISSIONER REMARKS - Commissioner Maisonneuve

- Commissioner Maisonneuve welcomed Mr. Cryan, Township Administrator. Mr. Cryan mentioned that he is grateful to be here and he is impressed by the dedication and participation by the residents. He said that having the #1 downtown is great and it's because of Boards like the DMC that it is possible. He thanked everyone for welcoming him and that his office is right down the hall if anyone needs anything.

CHAIRMAN REMARKS – Anthony Durante

- Mr. Durante welcomed Mr. Cryan to the meeting and asked everyone to introduce themselves.

DIRECTOR'S REPORT - Gabe Bailer

Monthly Project Report

- Regarding the grant from the North Jersey Transportation Planning Authority for Post Office Plaza - there will be a meeting next Friday, February 22nd to go over four concepts. The plans will be shared with the Board as well as in a public meeting. From there the next steps, if the Townships approves, would be construction plans as well as bids for implementing complete streets.
- #1 Downtown avenue banners and window clings are in production and should arrive in the next week.
- Utility box art committee has been formed. Eight members include Kristen Mider, Julie Barker (school art teacher), Lindsay Lehault (local realtor), two members of the Green Thumb Committee, Dennis and Brian from Think D'sign Print, and Victor from Emma's Brick Oven. The office is in the process of finalizing the flyer for the call for artists and it should be going out shortly.
- Spoke with Bill regarding the county bump out for the intersections/crosswalks and he will make sure he helps get the plans taken care of before he leaves. Mr. Bailer has been doing pedestrian counts as well as video so it can supplement the counts done by the county. Mr. Bailer will also work with the police department on crash data.

- New businesses:

- 11 Eastman Street – Witchbaby Soap is an established business with an online presence and they are excited to now have a storefront.
- North Union - Glow Beauty Bar – still in the works but not ready for signage.
- Old gas station on South Avenue – Dunkin Donuts wants to make it a gas station, drive thru and walk-up. Submitted an application to the Planning Board. Mr. Connolly and Mr. Bailer have reviewed it and will give feedback. They need two use variances for the gas station and the walk-up.
- Bar Americana recently submitted an application for a two floor addition for 4 apartments and a rooftop bar. Mr. Bailer will submit that for review. Mr. Bailer mentioned that they need a density variance, height variance and a parking variance.
- North Union (old Bel Paese location) will be rented to a caterer – Franco Vitale. Moving along with construction and has his demo permits.

- Mr. Bailer mentioned that this is something to consider with the lack of parking. There are 200 people on the waiting list for long term parking. Property owners have expressed dissatisfaction that their renters do not have a place to park. Ms. Sacco said that is frustrating to try to rent her apartment in her building and have no parking available for her tenant. Mr. Colangelo mentioned some of the areas that Boxcar is available. Mr. LaCorte mentioned that we have a problem if there is a 200+ waiting list. When he advertises for his rentals, he looks for residents that commute to New York because parking is only going to get worse. Commissioner Maisonneuve said that he made a note to look into solutions as well as doing an assessment on the parking lots and parking. Mr. Donovan brought up that the lease is coming up with NJ Transit for the parking lot and we should look into taking over that space so Cranford residents are given priority. Mr. LaCorte mentioned looking into reconfiguring the Alden Street parking lot to see if we can get a few additional spaces. Commissioner Maisonneuve mentioned that he saw in Asbury Park that they are going by license plate instead of numbers.
- Mr. Bailer thanked Ms. Legg for her work on the Restaurant Week promotional video. We have over 15 restaurants participating. Overall received positive feedback from restaurants that they saw an increase in traffic. Also going to look into retail shops doing promotions during that time.

NEW BUSINESS

- Mr. Bailer showed a presentation on Distrx app which is an online mobile app. It enables participating business owners to be a part of it, provide specials and showcase events. The positive side is that there is no start-up costs and anyone can download it for free. It provides parking information and a business directory. Businesses who want to participate, it would cost them \$10 a month. Commissioner Maisonneuve asked if it used beacon technology and Mr. Bailer said yes. Springfield has something similar and developed an app on their own – it was about \$15k to create. Mr. Bailer mentioned that you can set up tours on the app so it would be useful for the Scarecrow Stroll or art/historical walks down the road. Mr. Bailer suggested setting up a Skype meeting with businesses and the developer (who is based in Florida) so businesses can ask questions and find out additional information before moving forward. Commissioner Maisonneuve mentioned that we should be careful with a long-term commitment and test it out to see if it is something that would be successful. He also mentioned if the app could find out analytics as well as best practices.
- Mr. Durante brought up Post Office Plaza and met with Mr. Bailer and Mr. Connolly to get the RFP ready.
- Mr. Bailer showed the #1 Downtown banner. Mr. Durante asked about the readability and if we received permission from nj.com to use their graphics. Ms. Demyen said she worked with TC Graphics for sizing and permission was granted by nj.com.
- Two benches on North Avenue need to be replaced. Mr. Bailer is going to check with the DPW.
- Mr. O'Donovan is going to look into the domain for downtowncranford.com/org to get an update on the price.

RESERVES

- Mr. Bailer wanted to confirm the bike rack locations. It was decided to order 2 black 7 Bike Wave Bike Racks and install them by the Cranford Bagel location as well as Eastman Plaza.
- Wifi equipment has been ordered and delivered. Plan to get it installed so we could do a trial run.
- Motionloft will be presented to the town in March.
- Utility box art – decided on a vendor who specializes in utility box wraps. Mr. Bailer is hoping for the end of April for proposals so it can be installed over the summer.
- Darcy Naugle presented her logo designs to the Board. Ms. Naugle was inspired by Ms. Mider's Cranford posters at her home. She pulled the C using a simple, sans serif font giving it a vintage, classic feel. She gave variations of different color ways as well as black and white. It was also decided to look into the Cranford Downtown domain. The group had multiple opinions/thoughts and it was decided that Ms. Naugle would look into different facades in town for inspiration.

PUBLIC COMMENTS

None

Motion to adjourn at 9:57am by Mr. Durante. Ms. Mider seconded. All were in favor.

Respectively submitted,
Caren Demyen, Administrative Assistant