

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – FEBRUARY 21, 2020**

Present:

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
Michelle Stavrou/Social Media Coordinator
Caren Demyen/Administrative Assistant

Absent:

Joe Colangelo/resident
Tom Connolly/business owner
Margaret Sacco/ 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

- Motion to approve January 2020 minutes by Mr. Needle, seconded by Mr. LaCorte. Mr. Durante had a request to make sure Mr. Needle was added to the Application Review committee.

TOWNSHIP COMMISSIONER REMARKS – Commissioner Maisonneuve

- Commissioner Maisonneuve mentioned that a lot of conversation has been going on about North Avenue. Recently the Township Committee approved an area on North Avenue for redevelopment with condemnation. He said that a lot of people have been open to the conversation of potential development/improvements to the MDTV side of the street. There are potential conversations that will happen on the other side of North Avenue but the Township Committee is not ready for them.

CHAIRMAN REMARKS – Anthony Durante

- Mr. Durante mentioned how he and Mr. Bailer attended the American Planning Association New Jersey chapter in January and that Mr. Bailer's presentation was very well received. Mr. Durante said that many people had a lot of questions and comments about Cranford and everyone is always very positive about the town. Pay stations are getting updated to 4G service and receipts will be optional.

DIRECTOR'S REPORT - Gabe Bailer

Monthly Project Report

- Fire & Ice/Souper Stroll had a great turnout with hot chocolate, smores bar and ice carver. Souper Stroll was a hit and the businesses had great feedback.
- Capital budget – several requests were made to the township committee including archway installation in the alleyway, MDTV building painting, digital kiosk, electrical vehicle charging station and painting of the lightposts.
- Finalizing the business tool kit for February.
- Parking Committee Meeting – Mr. Bailer is taking counts of the 9-12 hour permits and finds that the spots are under utilized. Mr. Bailer is hoping to make these available for business owners.
- Communications plan for parking – updated brochure as well as online (where to park, permit spots, pay stations)
- Restaurant Week is coming up. DMC is doing a "Dine for a Year" event where they get 12 gift cards for a year. Mr. Oliveira complimented Ms. Legg on her video.

- Crantiques is a new event which will be held Sunday, May 3rd. The office is working with Jean from Dovetails.
- Celebrate Cranford will take place on Sunday, June 14th – we are currently collaborating with Ms. Legg, Chamber of Commerce and Cranford Community Connection. Also considering a Taste of Cranford event.
- \$24 on the 24th is happening on 3/24 – spend \$24 and you can be entered into a drawing for a Downtown Cranford gift card. The after party will take place at Café Teasia.
- My Big Fat Greek Wedding event with the Cranford Theater and Ambeli will be on 3/26. Over 100 tickets have been sold so far.
- Ms. Mider suggested a social media campaign where we talk about “Keep it in Cranford” – from birthday parties, ladies night out, etc... Ways to keep the businesses going. Mr. Bailer suggested creating a Google doc for ideas that we can then share with the community. Also creating a social media influencer list.

NEW BUSINESSES

- Cranford Bakery & Desserts closed.
- 113 North Union building – design recommendations were suggested by the DMC and the way the SID Ordinance is written, the Planning Committee did not accept the recommendations. There is a meeting next week to discuss putting the SID guidelines in the Zoning Ordinance.

BOARD COMMITTEES

- Reestablished Board Committees
- Application Review – A few signs were approved.
- Business Development – Mr. Oliveira suggested doing an event geared towards the spa/beauty salons in town.
- Holiday Lights – No updates
- Finance – Group is brainstorming ideas on fundraising including planter sponsorships, bench sponsorships and more. Cranfordopoly was also suggested as a fundraiser. Ms. Demyen is looking into a company that does it.
- Maintenance – Mr. LaCorte is concerned about the depression in the sidewalk by the Artist Framer and another one by Mr. J’s. Mr. Needle is concerned about the curbing issue in Lot#1. No updates on the garbage situation in Lot#7.
- Marketing & Events – Ms. Legg mentioned that they are starting the Cranford Report. One report has been done where they covered all of the January events. Positive feedback was received.

CAPITAL BUDGET

- Updates on the capital budget - Commissioner Maisonneuve mentioned that the MDTV building painting project will be tabled for now. Committee agreed to do one archway for now. There was no interest in the digital kiosk at Eastman Plaza but interest in doing an LED sign by the gazebo. Parking study was approved but going to hold off on the traffic study. The light posts will be painted this spring.

WEBSITE

- Updated website was presented to the board members. Suggestions were given. A Google doc will be created for additional suggestions. The office will also look into an outside vendor to help get the finalized changes made.

Motion to adjourn at 10am by Mr. Durante. Mr. LaCorte seconded. All were in favor.

Respectively submitted,
Caren Demyen, Administrative Assistant