

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – JANUARY 18, 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
Gabe Bailer/Director
Michelle Stavrou/social media coordinator
Ashley Legg

Absent:

Steve Needle/property owner

Mr. Bailer called the meeting to order at 8:32am. Announcement made that the meeting was posted as required by law.

APPROVAL OF MINUTES

- *Motion to approve December 21, 2018 minutes by Mr. Connolly, seconded by Ms. Sacco.*

TOWNSHIP COMMISSIONER REMARKS - Commissioner Maisonneuve

- Commissioner Maisonneuve will be meeting with Mr. Zuhl on Saturday regarding his awning. Mr. Zuhl originally reached out to Commissioner Hannon who passed it along to Mayor Giblin. Commissioner Maisonneuve told Mayor Giblin he would take care of it since he is the liaison for the DMC. He feels that it will be a good time to clean up the awning regulations with zoning. Commissioner Maisonneuve's goal is to continue efficiencies between all departments. Mr. Connolly feels that the awning regulations need to be re-written since they are not clear on what needs to get done.

CHAIRMAN REMARKS - Anthony Durante

- Mr. Durante welcomed Ashley Legg to the Board and everyone is looking forward to her contributions. Thanks were given to Gabe, Tom and Paul for meeting with Mr. Zuhl from Bel Giardino. Mr. Durante feels that it was the right thing to do and it's nice that the Board can provide that opportunity. A new committee will be established this year that will focus on the ordinances where we can work with zoning. Mr. Durante is looking forward to 2019.

DIRECTOR'S REPORT - Gabe Bailer

Monthly Project Report

- Received a grant from North Jersey Transportation Planning Authority for Post Office Plaza. Thanked Mr. Connolly for the CAD drawing and the CPD for the accident report (shows 4 years of accidents including cars or bikes). They will be coming to the March meeting to present the concept plans.
- Pedestrian bump outs projects – Mr. Bailer wants to work with the town engineer on some plans.
- New businesses:
 - BurgerIM – where Cranford Fish Stand was previously. Mr. Bailer has reached out to owner to make introductions. A vent is being built in the back of the building.
 - 104 North Union Avenue will be a food establishment – not set in stone yet.

-9 North Union – willing to do a pop up art gallery. Also willing to paint the building. Property owner is looking to get a tenant as soon as possible.

- January business meeting at Little Fox Kitchen went very well and it was a great location for the meeting. Great representation from the Board members including Commissioner Maisonneuve, Mr. Connolly, Mr. Needle and Ms. Sacco. The owner, Melanie, provided appetizers and we had some items from Edible Arrangements. Mr. Bailer is looking into getting two guest speakers for the year and making a calendar for the year for business meetings.
- Did a business survey – 40 people have responded so far – great feedback as well as constructive criticism. Mr. Bailer will email a compiled list to the Board but highlighted a few points. Regarding parking covers, 80% of those who responded would like parking covers on the pay meter stations. Increase the number of events (live music/food). Business would like more events on the South side. DMC needs to improve awareness of when events are happening. Opportunity for business round tables. Need for better downtown maps which are in the works. Surveys are anonymous.
- Next survey will be a parking survey. Ms. Nunziato suggested doing a YouTube video of how to use the pay station since people still don't seem to understand how to feed the meter. Mr. Bailer also mentioned that we will be working on getting #1 Downtown on the parking meters station screens.
- Ms. Nunziato expressed concerns about the parking spaces on Alden Street that are not numbered. Placards are there but there are no numbers on the actual street. Follow up – Engineering ordered the supplies and it should be taken care of in February. The materials necessary to number the parking spaces on the street of Alden street have been ordered and will arrive in approximately two weeks. The work is scheduled to take one day. Once Town Engineer receives a confirmation date, businesses will be notified before the street closure. Mr. Masol anticipates that as certain areas are finished, they will slowly be opened up so the street will not be impacted all day.
- Cranford Station permits are still in review. 20 North Union (Old City Grill building) permit was approved to repair the cornices. Owner has a new contractor and have asked to modify the drawings.

Board Committees

- Business Development Committee – Ms. Sacco and Ms. Mider. Ms. Sacco feels that there is a way to tie in the businesses more with the events. Ms. Sacco feels that we need to stop by more stores in person to get better feedback. Ms. Stavrou mentioned that Westfield has a closed FB group for Westfield owners and thought it may be a good idea for Cranford to follow suit. Ms. Sacco and Ms. Mider will put some ideas together and bring them to the group.
- Finance Committee – Mr. Colangelo and Mr. LaCorte
- Maintenance – Mr. Connolly, Mr. Durante and Mr. LaCorte
- Marketing Communications – Ms. Nunziato, Ms. Legg, Ms. Sacco
- Strategic Planning has been phased out
- Application Review Committee – looking at the SID ordinance, possibly rewriting it, etc... - Mr. Durante, Mr. Connolly and Mr. Donovan volunteered to be part of the committee. Commissioner Maisonneuve suggested making sure that Mr. Cryan is involved.

NEW BUSINESS

- 2019 meeting dates – Mr. Durante feels that the third Friday of every month at 8:30am works best for everyone's schedule. Ms. Stavrou mentioned the April meeting falls on Good Friday and the building will be closed. Mr. Durante said that meeting date can be adjusted. Mr. Durante would like a DMC calendar that includes meeting dates, sub-committee meetings, events, etc... throughout the year so Board members can see the year at a glance.
- Decrease in the salary from previous year due to hours for administrative assistant. Ms. Demyen can work up to 25 hours a week though it usually ranges between 15-20 hours.
- Looking to buy cranforddowntown.com and cranforddowntown.org. Mr. Tipton offered both domains for \$1500 but was willing to negotiate. Mr. Durante suggested looking to the possibility for downtowncranford.org
- Decreased budget for marketing - \$14k to \$10k. More discussions to follow. Gabe mentioned the Distrix app where businesses would pay \$10 a month to be part of it. Ms. Nunziato brought up the

idea of using a map and having an area where it can be displayed. Mr. Durante mentioned having a digital sign/billboard. Mr. Bailer mentioned that Ms. Demyen looked into Discovery Maps to get pricing and it wasn't as expensive as originally thought. <https://discoverymap.com/>

- Advertising & Marketing budget increased by \$1000
- Budget for events was increased. Considering doing additional events throughout the year as well as doing a Cranford Day in June which would tie in the #1 Downtown.
- Utility boxes – working on a selection committee. Mr. Donovan suggested the utility box wraps decision be a DMC Board decision. Discussion to be continued.
- There is now a budget for the holiday wreaths since this past year it came out of the reserves. Committee members also mentioned that they were dissatisfied with how Eastman plaza looked for the holidays and feel a better plan needs to be in place for next year. Ms. Nunziato didn't like the garland on the poles and wants something more elegant and simple. Ms. Sacco mentioned that while she appreciates groups volunteering their time to help that we should make rules and regulations for the volunteers to follow. Mr. LaCorte feels that the holiday decoration decision should be set by June. Commissioner Maisonneuve suggested making a seasonal plan and who is going to do what by a certain date. Mr. Durante suggested the holiday lighting line needs to be increased. A suggestion was brought up to get the Chamber involved.
- Mr. Bailer mentioned that he would like to increase Michelle and Rui's salary. Committee said it could be brought up in a closed session.
- Motion to move into a closed session to continue discussing the budget.

PUBLIC COMMENTS

None

❖ ***Motion passed for leaving closed session. Meeting adjourned at 10:00am***

Respectively submitted,
Caren Demyen, Administrative Assistant