

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – JULY 15, 2018**

Present:

Anthony Durante/chairman
Joe Colangelo/resident
Paul LaCorte/property owner
Kristen Mider/resident
Steve Needle/property owner
Clara Nunziato/business owner
Barry O'Donovan/business owner
Margaret Sacco/property owner
Terence Wall/Township Administrator
Gabe Bailer/Director
Ellen O'Donnell/admin. asst.
Rui DeJesus/maintenance staff

Absent:

Jean Maisonneuve/Township Commissioner
Chris Ashrafi/resident
Tom Connolly/business owner

Mr. Bailer called the meeting to order at 8:35am. Announcement made that the meeting was posted as required by law.

APPROVAL OF MINUTES

- ***Motion to approve June 15, 2018 minutes by Mr. LaCorte, seconded by Mr. Colangelo, all in favor.***

TOWNSHIP COMMISSIONER REMARKS - Commissioner Maisonneuve

- absent

CHAIRMAN REMARKS – Anthony Durante

- Proposed cancelling August Board meeting, Board agreed; next Board meeting September 21.
- Board members are asked to compile information throughout August in advance of next meeting.
- Confirmed trust money set aside for flagpole maintenance at P.O. Plaza is now \$10k, allowing roughly \$27k remaining for P.O. Plaza improvements..

DIRECTOR'S REPORT - Gabe Bailer

Public Piano

- Replacing initial piano, which became unplayable, with new piano donated by Hilltop Bike owner and Cranford resident Tom Dunn.

New Businesses

- **Annealed Studio** – had soft open; grand opening planned for September.
- **Look Twice (106 N. Union)** – opening Saturday, July 28 per Mr. LaCorte.
- **F45** – gym opening on North Union (formerly Beyond Dance space); date TBD.

North Union/Alden signal replacement

- Per township Engineer Bill Masol, waiting for PSE&G, which will be followed by paving; no dates.
- Bill Masol recommends holding off on order planters until after paving is complete.

Events

- **Piano at the clock – June 30**, 3 performances throughout the day.
- **Lego night – July 19**, over 50 participants, most entrants to date.
- **Sidewalk Sales** – per Mrs. Nunziato, successful, good foot traffic, felt cohesive; Ms. Sacco & Ms. Nunziato confirmed it's easy to execute; considering additional times throughout the year including Restaurant Week.

Scheduled/New Events

- Baseball Tournament – July 23rd to 28th; DMC office contributed bags, flyers, letter for program; no feedback on whether or not attendees are shopping & dining downtown.

- Restaurant Week – August 13th-17th; collecting menus from participating restaurants, which are posted on Downtown website; scheduling music performances.
- Music at the Square – Sunday, September 23rd; 2 Jaycees bands have been scheduled, CPD denied beer truck for safety concerns.
- Scarecrow Stroll – October 16th – 31st; planning to add Trick-or-Treat day at the businesses, hay rides.
- Craft Arts Fest-Draft – Sunday, May 5th 2019;
 - Coordinating with Market Space vendors.
 - Location is lot 1 (next to Firehouse).
 - Plan is to include the Market Space independent vendors & Downtown Businesses.
 - Discussion regarding fee for downtown businesses, participants and several additional logistics that are still being finalized.

Downtown Arts Committee

- Held meeting with Julie Barkin, art teacher at CHS; discussion of committee involvement in public art as it relates to the Strategic Plan.

SUB-COMMITTEES

Business Development – Mr. Ashrafi, Ms. Mider, Ms. Sacco

- Coordinating with Marketing/Communications

Finance – C. Ashrafi, P. Lacorte

- Monthly reports distributed.
- Discussion regarding use of reserve funds:
 - Mr. LaCorte emphasized that the existing reserve funds need to be spent by the end of 2018.
- Mr. Durante distributed a list of items from the Strategic Plan that will need funding from either capital or reserve budget; discussion identified the following as priorities:

- Planters (pots)	- public art
- Outdoor tables & chairs	- downtown signage
- Bike racks	- data collection
- PublicWifi	

- **Next Steps:**

- Mr. Bailer to distribute pictures of hardware/equipment for outside of a building that is necessary to implement public Wifi.
- Mr. Bailer to get pricing for bike racks; Mr. Durante, Mr. Colangelo, Mr. Bailer to determine qty. of bike racks, identify locations.
- Mr. Durante, Mr. Colangelo, Mr. Bailer to follow up on data gathering; Mr. Bailer discussed participating in the Main Street New Jersey program and how it can lend itself to data collection.
- Ms. Mider & Mr. Durante to investigate Downtown Cranford signage and identify locations.
- Mr. Bailer to determine need for office tablet.
- Business owners can purchase their own tables and chairs as long as a sidewalk permit is obtained from Zoning.

Maintenance – T. Connolly, P. LaCorte

Mr. LaCorte distributed a list that included a discussion on the following:

- NJ Transit Parking lots – general landscaping needed for weeds, overgrowth; DPW and Mr. DeJesus have begun the project; discussion that the lots are township not DMC responsibility but poor appearance. upkeep has ill effect on SID.
- Public spaces – recommendation that Eastman Plaza & P.O. Plaza need maintenance particularly with addition of tables, games, items that attract more use; Mr. Bailer is getting quotes for repair; confirmation that the spaces are ultimately Township Responsibilities.
- Painting of light post (DPW project) – not complete.
- Paver repair needed on North Union in from of Tablespoons & under Walnut Ave. trestle at corner.
- Lot 11 (lot adjacent to St. Michael's church) – Mr. DeJesus cleared weeds.
- Potholes in various SID parking lots need to be repaired.
- Missing bronze "Peace Plaque"; presumed to be kept for safekeeping by a resident.
- Scaffolding still in front of barbershop; Mr. Wall to check with engineer on status.

- Old City Grill building – discussion continued regarding hazardous situation; Mr. Bailer confirmed property maintenance issued violation; no knowledge of permits to begin construction; discussion about better ways to make it safe i.e. pedestrian safety scaffolding; agreement the situation is beyond role of property maintenance but rather an imminent safety hazard; Mr. Wall will follow up with engineering to discuss structural and safety concerns from DMC Board.
- Victorian lights – installation of dimmer remains assigned to DPW; no status on completion; Victorian light outages to be escalated to Mr. Bailer with pole # and/or location and DPW will be notified.
- Trees -Mr. Durante asked for an update for replacing trees in the downtown; Mr. De Jesus confirmed it is not complete; discussion about planting in pots rather than in the sidewalk; Mr. LaCorte recommended planting trees in pots not sidewalk; several towns are reported to be removing trees in their downtowns (Westfield, Morristown) particularly for maintenance reasons; Board agrees there needs to be a plan.
- Lot 1 – curbing in disrepair, Mr. Wall suggested doing a site visit after the meeting.
- Trash bins – additional receptacle ordered for Eastman Plaza; expected delivery by end of August.
- Lot 3 road (rear of Cervantes) – remains in disrepair; no status.

Marketing & Communications – C. Nunziato, M. Sacco

- Photo is the Plaza contest - \$90 awarded in gift certificate prizes for 1st-3rd place.
- Lego contest July 19 - \$150 awarded in gift certificate prizes for 1st-3rd place in 3 categories.

Strategic Planning

- Document design planning continues.
- Goal is to be organized ahead of the September meeting with list of budget requests for reserve and/or capital budget (see Finance).

Ms. Sacco left at 9:55am

Mr. Needle left at 9:55am

Ms. Nunziato left at 9:55am

❖ **Motion to adjourn at 10am by Mr. LaCorte, seconded by Mr. Colangelo, all in favor.**

Respectively submitted,
Ellen O'Donnell, Administrative Assistant