

**CRANFORD DISTRICT MANAGEMENT CORPORATION  
BOARD MEETING  
MINUTES – JULY 19, 2019**

**Present:**

Joe Colangelo/resident  
Tom Connolly/business owner  
Anthony Durante/chairman  
Paul LaCorte/property owner  
Ashley Legg/resident  
Jean Maisonneuve/Township Commissioner  
Steve Needle/property owner  
Barry O'Donovan/business owner  
Gabe Bailer/Director  
Caren Demyen/Administrative Assistant  
Michelle Stavrou/Social Media Coordinator

**Absent:**

Tricia Greely/ business owner  
Kristen Mider/resident  
Margaret Sacco/property 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 June 2019 minutes by Mr. LaCorte, seconded by Mr. Durante. All were in favor with the exception of Mr. O'Donovan. June 2019 minutes will be adjusted to reflect that Mr. O'Donovan was not present to vote on the logo.*

**TOWNSHIP COMMISSIONER REMARKS** – Commissioner Maisonneuve

- Commissioner Maisonneuve thanked Mr. Bailer and Mr. Durante for coming to the Township Committee meeting to present the logo and Post Office Plaza plans. The Post Office Plaza updates went over well with the Committee and were approved. There were some concerns with the updated logo and a few of the commissioners do not like. Commissioner Maisonneuve said that they have to understand why the choice was made and that there is history and a story behind it. Commissioner Maisonneuve said that he told the commissioners he appreciates the input but asks that if the Board decides to move forward with it, that they do not tear it down. Commissioner Maisonneuve also mentioned that they had the ribbon cuttings for Witch Baby, Cranford Station House and Cranford Bakery & Desserts.

**CHAIRMAN REMARKS** – Anthony Durante

- Mr. Durante mentioned how he presented the logo to the Committee and explained the process of why the Board went in the direction of the C. He explained how the Board was working with a professional and they were inspired by a C on a Cranford map from the late 1800s. Mr. Durante admitted he was frustrated by the response since there was so much time and thought put in. He mentioned he is open to moving forward with the logo and also open to getting more options – he is leaving it up to the Board members to decide. Mr. Durante mentioned that we usually cancel the August meeting and wanted to see what everyone thought. Mr. LaCorte thought we should cancel it and everyone was in agreement.

**DIRECTOR'S REPORT** - Gabe Bailer

**Monthly Project Report**

- Mr. Bailer introduced Mr. Bottcher from Zoning and wanted to recap what has been going on with the ordinance updates. Mr. Bailer, Mr. Connolly and Mr. Durante have been working on making a checklist for the SID Review Checklist which is completed. The next step is working on the SID regulations in terms of what needs to be updated, more specifically signage. Mr. Bailer mentioned he plans to work with Mr. Bottcher to make sure that everything relates to each other so there are no discrepancies. Mr. Connolly said that the main reason they are doing this is because as they are reviewing applications they have

found a lot of things that don't make sense. Mr. Durante says that they have been meeting weekly and hope to have it finalized by September. Mr. Bottcher mentioned that one of his goals is to do an overhaul to the sign ordinance which is township-wide since the current ordinance is confusing. Mr. O'Donovan questioned what is going to be done now regarding businesses that are currently in violation and what kind of process will be put in place.

- Mr. Bailer showed everyone a handout to explain the breakdown of first floor businesses. Right now, there is a conditional use for banks in that a bank cannot be located within 200 feet of each other. Mr. Bailer wanted to share that he thinks the Board should think about a conditional use for nail and beauty salons that they cannot be located within 200-400 feet of each other.
- Eastman Clock is finished – the blue stone is repaired and the step lighting has been installed.
- The new benches are completed and the four were placed downtown.
- New pavers were installed by Volunteer Park.
- Post Office Plaza improvements were approved by the Township Committee and the vendor should be starting in August for the bluestone and the planting in September.
- Some capital budget improvement items were approved including the painting of the light posts. We have to get three quotes which we will be working on in the next few months. Mr. Connolly asked about the dimmers and Mr. Bailer mentioned they are 80% completed and he will check with the DPW for an update. Mr. Connolly asked if the lights were working and Mr. Bailer said there are a few that are still out.
- Tree surround materials should ship out the end of July and we will be working with Rui and DPW to install them in August.
- Received a grant from Complete Streets and Mr. Bailer will share the proposal with the possibility of creating two green spaces – both on Eastman. Mr. Bailer met with a few members of the DMC and the Police Department and discussed closing off the two portions of the street one weekend in September and October. The police were very receptive of closing off the two sections on Eastman (by Track 5 and Hilltop Bikes).
- We had Distrx week and Mr. Bailer thanks Ms. Legg for her help with the video promoting the app. So far 300 people have downloaded the app and we are going to continue promoting it. Another great feature is doing a scavenger hunt and we are going to try a Back to School Scavenger Hunt in September.
- 490 people logged on to the wifi last month. The office is developing a splash page which can lead into sponsorships.
- Applying for a grant with NJ Transit for painting improvements and lighting.
- Deputy Mayor Dooley has introduced a plastic ordinance which would be eliminating plastic bags, containers and Styrofoam after one year of adoption. Mr. Bailer is going to further notify the businesses so they are aware the meeting is in August in case they have any concerns.

## **NEW BUSINESS**

- Sister Nails and Glow Beauty Bar are waiting on the final inspection and State approval so they should be open in the next few weeks.
- Burger IM is still in construction.
- Le Petit Temptation will be selling the businesses and there are two people interested in the space and speaking with the landlord.
- Lego Night had to be rescheduled due to the weather but will be moved to August.
- Sidewalk Sale is going on right now.
- Music event on Friday, August 2<sup>nd</sup> - Kelli Bruno and the Celebration Singers will be performing that evening.
- Summer Restaurant Week will be going on from August 11-16<sup>th</sup>.
- Mr. Bailer spoke with Stefanie from the Artist Framers regarding her Paint Out event and incorporating an art stroll after the fact.
- 109 Walnut was discussed towards the end of the meeting. Mr. LaCorte mentioned that the meeting is on August 12<sup>th</sup> and he urges everyone to be there. He feels that there is a lot to discuss regarding parking and general compliance to our ordinances. As a property owner, Mr. LaCorte has a huge problem with 90-car parking exception given the fact that the applicant in his original

application said that his lot at the end of Chestnut could be used. Mr. Connolly asked if the DMC took any action regarding any of these concerns.

- Mr. LaCorte also brought up the City Grill building and that the site is still a mess. He feels that we need to get to the bottom of this.

## **BOARD COMMITTEES**

- Application Review Committee – will continue working on the updated changes.
- Finance – Mr. Colangelo mentioned if you have an idea of what you want to use the Reserve money on, you should bring your ideas to the September meeting.
- Maintenance – Mr. Durante spoke with Rui regarding the weeds and between the rain and the heat, it's been hard to keep up. Mr. Connolly asked about the garbage situation for Lot #7 and Mr. Bailer said that he has a meeting with Mr. Cryan to discuss it that afternoon. Mr. Connolly asked about the paving for Lot#7 and Mr. Needle mentioned that Lot#1 also needs to get done because the curbs are in disrepair.
- Marketing – website domain has been transferred over and Mr. Bailer suggested setting up a meeting to discuss the next steps. Mr. Colangelo asked about the logo unveil plan.

## **RESERVE**

- Mr. Bailer got a cost for extending the fence by Eastman Plaza. However, HBO will be filming in that area and they will have to take down the fence. Mr. Bailer suggested we ask to get the fence extended which will hopefully not be at a cost to the DMC. The stores that will be affected by the filming will be compensated by HBO. Mr. Bailer is also working with the production company to see if the crew could eat at local establishments rather than bringing in their own catering. The filming should be taking place on 8/28 and 8/29.
- Free parking bags has been an ongoing conversation and Mr. Bailer suggested we decide whether to move forward so we have enough time to print them. The decision was to have red bags with white writing that includes the updated logo. Ms. Demyen will get a mock-up of a proof to share with the Board prior to approval of printing. Mr. Colangelo made the motion to approve getting 40 bags printed. Mr. Needle seconded the motion. Mr. O'Donovan voted no and remaining members approved.
- A few other projects were brought up including a Walking Tour through Distrx for the Scarecrow Stroll (\$1000), Tile Art Project (\$1000), Façade Grant (\$6000), Victorian Pole Brackets (\$120 each), new Planters (\$500 each), Banners (\$1500)
- Mr. Durante asked Ms. Legg to work on a roll out plan for the new logo for September.
- Mr. Needle made a motion for \$1000 for the Tile Art Project. Mr. O'Donovan seconded the motion. All members were in favor.

## **PUBLIC COMMENTS**

none

***Motion to adjourn at 10am by Mr. Needle. Mr. Connolly seconded. All were in favor.***

Respectively submitted,  
Caren Demyen, Administrative Assistant