

CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES –JUNE 9, 2017

Present:

Barry O'Donovan/*Chairman*
Tom Connolly/*business owner*
Anthony Durante/*resident*
Paul LaCorte/*property owner*
Jean Maisonneuve/*resident*
Steve Needle/*property owner*
Clara Nunziato/*business owner*
Vicki Spurr/*resident*
Maureen Tinen/*property owner*
Terence Wall/*Township Administrator*
Kathleen Miller Prunty/*Director*
Michelle Stavrou/*social media coordinator*
Ellen O'Donnell/*admin. asst.*

Public:

Dick Salway/*strategic planning comm.*

Absent:

Patrick Giblin/*Deputy Mayor*

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

APPROVAL OF MINUTES

There were no minutes to approve because there was no quorum to hold an official May DMC Board meeting; the Strategic Plan was presented to Township department heads in place of an official meeting on May 19, 2017.

CHAIRMAN REMARKS

- Mr. O'Donovan remarked that he would like the DMC to be involved in North Ave E. redevelopment discussions; Mr. Wall reported that there have been no specific or separate conversations.
- Mr. O'Donovan shared his concern that the DMC Board doesn't have the power to execute the strategic plan so looking for support of other township boards i.e., The Zoning Board, the Planning Board and the Historical Preservation Society.
- Ms. Prunty is scheduling the presentation to the additional boards and awaiting confirmation from all parties but anticipates late June/July; A. Durante concurred.
- Mr. O'Donovan expects to present to the public in early September.

ADMINISTRATOR UPDATE

Development of North Ave E & 27 North Ave E (MDTV); Township Grant Writer; Township Planner

- Mr. Wall reported that the Township has retained the planning firm Harbor Consultants, specifically Mike Mistretta, with regard to the development of the MDTV building and North Ave. E.
- Mr. Wall noted that this development remains in the early phase, there have been no meetings and the township has not received any plans from Harbor Consultants as of yet.
- Mr. Wall said that a representative from the DMC Board can set up meeting with Harbor Consultants to discuss planning if interested.
- Mr. LaCorte asked that Harbor Consultants look at the Boffard project on Walnut Ave./High Street/South Ave.; Mr. LaCorte stated that it is a critical block about to be developed and should be looked at with regard to flooding and design.
 - **ACTION: Mr. Wall to follow up and bring Mr.LaCorte's request that Harbor Consultants review the Boffard project to the full Twp Committee.**
- Ms. Tinen added that the vacant Wells Fargo property on High Street and Chestnut should also be looked at by Harbor Consultants.

- Mr. Wall confirmed that Harbor Consultants was not looking at the Hartz Mountain application for the Bank of America property, 750 Walnut Ave. and declined to discuss any other details at the DMC Board open meeting except to say that the application is a level 10 application getting level 10 attention.
 - Mr. Connolly and Mr. Durante both provided the opinion that it would be in the town's best interest to proactively have a planner on staff for the township as opposed to for one-off situations both in and out of the SID that include redevelopment, parking, etc.
 - Mr. Wall informed the board that the Township does not actively retain a grant writing firm but will retain the services of Millenium for specific projects.
 - Mr. O'Donovan requested to go into closed session for a personnel item.
- ❖ **MOTION by Mr. LaCorte to go into closed session to discuss personnel item seconded by Ms. Spurr; all in favor.**
- ❖ **MOTION by Mr. LaCorte to go back into open session, seconded by Mr. Maisonneuve, all in favor.**

BOARD COMMITTEES

Strategic Planning – A. Durante, J. Colangelo, T. Connolly, J. Maisonneuve, S. Needle, M. Tinen

- Ms. Prunty and Mr. Durante are developing a reporting mechanism that will allow the committee to track the progress of the strategic plan.
- Mr. Durante requests a follow up with Liza Betz, Union County transportation planner, regarding pedestrian safety improvements.
 - **ACTION: Ms. Prunty to follow up with Ms. Betz and coordinate.**
- Mr. Durante noted that the Post Office Plaza redesign would be a specific item/request for a Grant Writer.
- Mr. Durante provided clarification of the committee's 8 priorities that were initially presented to the DMC Board at a special meeting on April 7, 2017.
- Mr. Wall confirmed that the township did not reorganize DMC Board priorities after the Strategic Planning Committee presented to the Township Committee.
- Mr. Durante reported that the state does do ladder striping in crosswalks of state roads and provided a document from the NJ DOT confirming.
 - **ACTION: Ms. Prunty to share with Lt. Davenport.**
- Ms. Prunty shared a quote from Engineering Dept. for \$8500 plus cost of off duty police for ladder striping at 6 intersections on North Ave., from Springfield Ave. to Orchard Street.
- Lt. Davenport requesting permission from the state if the township pays

Finance – M. Tinen, P. LaCorte

- Ms. Tinen distributed the monthly financial report.
- Ms. Prunty provided clarification with regard to holiday wreath spending and Victorian light repair being included in reserve.
- YTD operating expenditures low prior to 2017 budget approval.

Marketing, Events & Communication – C. Nunziato, V. Spurr, J. Maisonneuve, M. Stavrou, E. O'Donnell

- Ms. Nunziato reported that the Women's Club Sip & Shop on May 12 was successful, selling 100 more tickets than the previous year; she credited the social media push & collaborative effort of the organization, DMC office & participating business owners.
- The committee has begun planning the 10th Annual Scarecrow Stroll and seeking to expand its reach through different media outlets.
- Ms. Nunziato to provide Mr. Maisonneuve with additional information going forward regarding plans for advertising.

Design Standards & Maintenance – T. Connolly, P. LaCorte

- Mr. LaCorte requested an update from Mr. Wall regarding the status of the Victorian Light project.
- Mr. Wall reported that the project would be going out to bid in the next week or two.
- There is \$400k in the engineering portion of the capital budget for Victorian Light replacement; \$100k from 2016, \$300k from 2017.

DIRECTOR'S REPORT

Director's Report – Kathleen Miller Prunty

"Let' Make Music" Public Piano

- The piano was donated by a Cranford resident; Three CHS volunteers and Rui DeJesus painted.
- The piano will be uncovered each morning and then covered and locked every evening by Rui DeJesus and DMC staff.
- There is a 6pm kick off Friday, June 9.

NJ Transit Art Project

- Registration under way for Workshops on July 10 - 13 at the Community Center.
- Cranford children under the direction of artist Ben Volta will create art that will be transferred into etched glass to enhance the platform Wind shelters.
- Installation of the new wind shelters anticipated to be completed Spring 2018.

Parklet

- Ms. Prunty said the selected Parklet location, spot#996 on Eastman Street, was identified as acceptable with Lt. Davenport and chosen in part because those businesses have private parking in the rear of their building.
- Ms. Prunty visited and spoke to the business owners in and around that location (16) and they were unanimously in favor of the parklet.
- Mr. O'Donovan reported that there was a petition signed by 20 business owners from the area of Alden St. and North Union Ave. that are against the parklet.
- Ms. Nunziato, an Alden Street business owner, said she was not approached about the petition.
- Ms. Prunty identified Rafi Namroud, owner of Old City Grill, and Shaun Vanclief, owner of Atlantic Beach Soap, as owners who visited businesses about the petition. Several business owners reported being told the petition was to stop town from taking away 18, 36 or 40 spaces.
- Ms. Prunty visited those businesses and it was determined that the petition message was misunderstood by some business owners and the parklet details (one space) were clarified.
- Several sponsors have been secured to cover the cost of the parklet, which is estimated to be between \$800-\$1,000.

- ❖ **MOTION by Mr. Needle to create a parklet as soon as possible using one parking space, #996, on Eastman Street, on a temporary basis through the end of September, 2017; second by Mr. Maisonneuve, all voting in favor; no objections; Mr. LaCorte abstained.**
 - **ACTION: Ms. Prunty to send memo to Tara Rowley, Mr. Wall and Deputy Mayor Giblin requesting the parklet be included on the agenda of the next Township Committee meeting agenda for approval, June 13, 2017.**

Post Office Plaza

- Ms. Prunty recommended that the DMC Board regroup concerning redesign of PO Plaza since township Committee will not support expenditure.
- The Board was reminded that the Township Committee passed a resolution permitting the DMC to issue an RFP.
- A sub- committee that included DMC Board members Mr. Connolly, Mr. Durante and Mr. LaCorte narrowed down the proposals from 6 to 2 and interviewed the final 2, ultimately deciding on one to award a contract to for redesign.
- Ms. Prunty told the Board that an Eagle Scout has reached out to Mayor Hannen and would like to clean up Post Office Plaza as part of his scout project.
- Mr. Connolly believes Post Office Plaza renovation is part of the Master Plan.
 - **ACTION: Ms. Prunty to confirm**
 - The DMC Board agrees that Post Office Plaza is an important, underutilized part of the Downtown that is in need of both landscaping and hard-scaping improvements.

- The DMC Board agreed in 2016 to spend \$25k-\$30k from its reserve fund that would be used for design proposals for Post Office Plaza.
- There is an additional \$36k held in trust by the town that is leftover from previous fundraising efforts and is designated for Post Office Plaza maintenance.
- Mr. Durante clarified that \$30k for a proposal includes design and approval phases that lead up to but do not include construction; the construction cost is separate from the proposal cost.
- The DMC Board will not go forward with a recommendation to the Township Committee.
- **ACTION: Ms. Prunty to distribute the proposals from the final 2 firms to the DMC Board.**

OLD BUSINESS

Yale Terrace Brewery

- Mr. LaCorte asked for update on YTB, variance clarification/update from Zoning.
- **ACTION: Mr. Wall to get an answer.**

NEW BUSINESS

NJ Transit Train Platform Construction

- Mr. Needle suggested that the DMC Board has an opportunity to request additional cosmetic enhancements to the Train Station, i.e., façade, tunnel painting, while the contractor is there working on the platform.
- Mr. Wall indicated that the contractor seems willing but a change order is required.
- Mr. Needle and Mr. Colangelo agreed to be the point people going forward.

Mr. Needle ,Mr. Maisonneuve and Ms. Nunziato left at 10:10am

ADJOURN

- ❖ **MOTION to adjourn at 10:15am by Mr. LaCorte, second by Mr. Durante, all in favor.**

Respectively submitted,

Ellen O'Donnell,
Administrative Assistant