

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

**Present:**

Anthony Durante/chairman  
Jean Maisonneuve/Township Commissioner  
Chris Ashrafi/resident  
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.

**Absent:**

Tom Connolly/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 May 11, 2018 minutes by Mr. LaCorte, seconded by Mr. O'Donovan, all in favor.***

**TOWNSHIP COMMISSIONER REMARKS** - Commissioner Maisonneuve

P.O. Plaza funds update

- After discussions with Commissioner O'Connor, Jim D'Arcy of the VFW, Mr. O'Donovan and during the workshop meeting on Monday June 11, where former township and flagpole committee members Bob Puhak, Barbara Krause, Rita LaBrutto were in attendance, the ultimate decision was made that \$15k of P.O. Plaza funds that remain in a trust from fundraising efforts will be set aside for upkeep specifically to the flagpole while the remainder will be put towards P.O. Plaza.
- The vote occurred at the official township meeting on June 12 and passed 3-2.
- Commissioner Maisonneuve shared the idea that P.O. Plaza be included in general maintenance within the capital budget as is Memorial Park.

Next Step for PO Plaza

- Contact firms that submitted proposals in 2017.
- Research available grants, funding.

**CHAIRMAN REMARKS** – Anthony Durante

- July Board Meeting – rescheduled to July 27.
- Pleased with the addition of tables, flowers to the public spaces.
- North Ave E. redevelopment conversations continue.
- Meeting with Mr. Bailer and Phil Abramson, planner and principal from Topolgy, on Monday, June 18; general development & redevelopment discussions, pro bono.
- Mr. Durante reiterated that the township doesn't have a planner on staff or contracted.

**DIRECTOR'S REPORT** - Gabe Bailer

**New Businesses**

- Home Power Yoga (8 Eastman Street) opened July 11.
- Look Twice (106 North Union) opening soon.
- Annealed (107 North Union ) opening soon.
- Mr. Durante requested board be notified of grand openings in the Downtown in advance.

- Mr. Bailer described Project Tracker, a file that contains status updates for areas such as new businesses, maintenance issues; to be distributed to the DMC Board monthly.

### **PSA Bike Security Train Station**

- Discussion about recent bike theft, need for better surveillance.
- Creating PSA with Chief Greco and Tom Dunn, owner of Hilltop bikes, to be shared on Facebook; intent is to provide information about more secure bike locks in an effort to prevent theft.
- Board agreed signage regarding best bike locks, warning of active surveillance also important to deter bike theft at the train station.
- In touch with NJ Transit about getting more security cameras and bike racks.

### **N. Union/Alden Street signal replacement update**

- Per township engineer work is 60% complete, finished by mid/late July.
- DMC office will continue to have a presence and support the businesses, escalating issues to construction manager, informing public that businesses are open during construction; follow up discussion regarding need for signage/poster informing public of the nature of the project.
- Mr. Wall said that businesses experiencing business interruption as a result of the construction can provide specific information to the Township.
- Discussion regarding need for a plan to take advantage of space created with brick planter removal; ideas included additional public tables and chairs, seasonal planters; Commissioner Maisonneuve reminded Board to keep all 4 corners in mind and have a plan for the entire year.
- Mr. LaCorte asked for a status on Old City Grill property; concerns remain over compliance with code standards and ensuring building is safe; Mr. Wall reported that a newly hired property maintenance manager starts on Monday and will visit that property, any violation will be issued.

### **Scheduled/New events**

- Piano at the Clock Launch Party – Saturday, June 30<sup>th</sup>
  - Plans include 3 performances, closing Eastman Street at Track 5, providing additional seating, distributing flyers.
- Lego Night – July 19<sup>th</sup>
- Sidewalk Sale – July 21<sup>st</sup>
- Restaurant Week – August 13<sup>th</sup>-17<sup>th</sup>;
  - Commitment from 10 restaurants, requested menus,
- Friday night piano – Ms. Mider coordinating an event with Shining Stars; DMC office scheduling additional performers on upcoming Friday nights.
- Music in the Squares – September 29
  - Planning for 3 bands, located in both Eastman Plaza and P.O. Plaza.
  - Closing Eastman St. from Miln to North and at Track 5.

### **SUB-COMMITTEES**

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

- Received no responses from restaurant owners invited to round table discussion.
- Committee is rethinking approach, considering face to face or survey to collect data.
- Mr. Bailer mentioned that there will be a guest speaker at next business owner meeting in an effort to generate better attendance, topic TBD.
- Discussion followed with the idea to have a joint business owner meeting with local organizations e.g., Cranford Entrepreneurs, Newcomers Club, Cranford Business Alliance

#### **Finance** – C. Ashrafi, P. Lacorte

- Monthly report distributed.
- Mr. Durante recommended a tablet to be used for office.
- Commissioner Maisonneuve discussed pursuing a township app for communication; Mr. Bailer and Michelle Stavrou to research; board members are encouraged to submit ideas to Mr. Bailer.
- Commissioner Maisonneuve advised keeping track of costs for services done pro bono.

#### **Maintenance** – T. Connolly, P. LaCorte

- Mr. Bailer reported he is getting quotes for bluestone repair at Eastman Plaza and repairing stairs on sidewalk outside of Track 5.

- Mr. LaCorte reminded the Board that there are outlets on the steps at Eastman Plaza and those steps were formerly illuminated; suggests lighting should be included with repair.
- Cornices being repaired at Cranford Barber Shop and Milk Money properties on North Ave.

### **Marketing & Communications** – C. Nunziato, M. Sacco

- Ms. Nunziato would like to meet about the Holiday Guide soon, considering new approach.
- Mr. Bailer distributed a new Downtown events promotional postcard; confirmed no Spring Mailer.
- Ms. Nunziato discussed having a downtown map, suggestion relating to a township app.

Commissioner Maisonneuve left at 9:45am

Ms. Sacco left at 9:45am

### **Strategic Planning**

- ❖ ***Motion by Mr. Lacorte to adopt Strategic Plan, seconded by Mr. Needle, all in favor.***

### **OLD BUSINESS**

**Parklet** – Mr. Bailer determined Miln St. could be only viable location; no further discussion.

**106 Eastman** – Mr. Bailer presented DMC Board comments at the zoning board meeting on June 11, 2018.

### **NEW BUSINESS**

#### **MDTV parking lot**

- Commissioner Maisonneuve reported that current recommendation is to make the lot a 12 hour commuter lot; intended to be a pilot program.
- Mr. O'Donovan disagrees, suggests half 12 hour spots and half 1 ½ hour parking; prefers all 1 ½ hour parking.
- Mr. Bailer to send letter to Township Committee with the DMC Board recommendation for use of the lot.
  - ***Motion by Mr. Needle to recommend MDTV lot become half 12 hour commuter parking, half 1 ½ hour parking, seconded by Mr. LaCorte; all in favor. Commissioner Maisonneuve abstained.***

#### **Planter replacement**

- Distributed quote for 6; will get quote for 8, 12 and share with DMC Board.
- Agreement pots should be consistent with existing pots at Train Station.

#### **Parking Analysis**

- Mr. Bailer reported he can accomplish this in house and will take the lead.

Mr. Needle left at 9:52

#### **109 Walnut Ave.**

- Mr. LaCorte brought up public safety and parking concerns in the construction area of 109 Walnut Ave.
- Mr. Bailer to draft a letter on behalf of the DMC to Rich Belluscio and Twp. Committee regarding safety concerns.
- Discussion continued over discrepancy between current project versus original, approved application to Zoning Board as it relates to areas of parking, proposed tenant, original testimony.
- Mr. Wall confirmed he referred the issue to the township attorney since the last meeting; Mr. Bailer will follow up.

Mr. Ashrafi and Ms. Nunziato left at 10am (lost quorum at 10am)

Respectively submitted,

Ellen O'Donnell, Administrative Assistant