

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – MARCH 20, 2020**

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
Steve Needle/property owner
Steve Oliveira/property owner
Gabe Bailer/Director
Margaret Sacco/ business owner
Michelle Stavrou/Social Media Coordinator
Caren Demyen/Administrative Assistant

Absent:

Tricia Greely/ 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

- Prior to the approval of minutes, Mr. Durante did a roll call since the DMC meeting was virtual. Motion to approve February 2020 minutes by Mr. LaCorte, seconded by Mr. Durante. All were in favor except Mr. Connolly and Ms. Sacco who abstained.

TOWNSHIP COMMISSIONER REMARKS – Commissioner Maisonneuve

- Commissioner Maisonneuve thanked everyone for being on the call the previous Sunday regarding working with the community. He said it has been a moving target to make sure it aligns with the State guidelines. Commissioner Maisonneuve has found the majority of the businesses have been understanding. The township committee has been meeting every day to review updates.

CHAIRMAN REMARKS – Anthony Durante

- Mr. Durante thanked everyone for meeting virtually this month considering the circumstances. This is a challenging time dealing with a lot of hardship and closures. Mr. Durante thanked the township committee for doing their best to work together, move quickly and communicate clearly while keep everyone's best interest in mind. Mr. Durante asked the Board on suggestions on how we can discuss ideas on the short-term and long-term.

DIRECTOR'S REPORT - Gabe Bailer

Monthly Project Report

- Restrictions are ongoing with the restricting public interaction. Restaurants can do curbside pick up and delivery only. Salons and beauty must be closed. Retail can currently be open but there needs to be a limited amount of people.
- The office has been busy getting the list together of restaurants/stores that are open and where they can shop online, virtual opportunities etc... The list will be constantly updated as information about businesses change.
- Reviewed the Downtown Cranford "Cranford Strong" graphic.
- Promotions to remind people people to do curbside pick up, gift cards, online lessons are available, etc...
- Mr. Bailer mentioned he was in contact with the UCEDC as well as the NJ Downtown organization to find out stimulus plans available for businesses.

- Mr. Bailer has been in contact with a recently established FB group called "Virtual Cranford" where there could be live music and a fundraiser where gift cards can be bought from local businesses.
- TV35 will be interviewing Mr. Bailer to remind people to shop local. Mr. Bailer also mentioned he would do a Facebook Live video.
- All events are on hold until further notice including the new event, Spring Hop.
- We have received planter donations for the spring and summer plantings.

NEW BUSINESSES

- Tomasselo Winery at 109 Walnut just opened. They have curbside pick-up for their wine.
- BurgerIM has been an unfortunate situation regarding the franchise going bankrupt. The owner is going to change their business to serve Indian cuisine.
- Ani Ramen is going through their final approval over the next few weeks.
- Received a proposal for the website from TC Graphics for help with updates to the new website. Since there will be fewer events this spring, we can use the money from the "Events" portion of our budget. Ms. Mider and Mr. Colangelo had concerns about possibly trying to save the budget for later. Mr. LaCorte and Ms. Legg felt that it is a necessity at this time. Commissioner Maisonneuve feels that it's important to have the site where the DMC can get information out to the public about our businesses.
- Mr. LaCorte mentioned that UCEDC will be coming out with loan programs for small businesses and that they are a great resource. Ms. Sacco suggested that we reach out to all of the business owners to remind them that the DMC is here to support them.
- DMC members discussed ideas on how to market businesses and keep the community updated

Motion to adjourn at 10am by Mr. Durante. Ms. Mider seconded. All were in favor.

Respectively submitted,
Caren Demyen, Administrative Assistant