

**CRANFORD DISTRICT MANAGEMENT CORPORATION**  
**BOARD MEETING**  
**MINUTES – MAY 11, 2018**

**Present:**

Anthony Durante/chairman  
Jean Maisonneuve/Township Commissioner  
Chris Ashrafi/resident  
Joe Colangelo/resident  
Tom Connolly/business owner  
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  
Michelle Stavrou/social media coordinator  
Ellen O'Donnell/admin. asst.

**Absent:**

**Public:**

Frank Krause  
Rita LaBrutto

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 April 20, 2018 minutes by Mr. Durante, seconded by Mr. O'Donovan, all in favor.***

**Historic Preservation Advisory Board**

- Historic Resources Survey Presentation by Kinney Clark
- Link can be found at [preservecranford.com](http://preservecranford.com)

Mr. Ashrafi left at 9:15am

**TOWNSHIP COMMISSIONER REMARKS** - Commissioner Maisonneuve

- Reported that conversations and meetings continue with fellow commissioners and Board members regarding opportunities in town, i.e. PO Plaza, Eastman Plaza, North Ave. Corridor and encourages the DMC Board to keeping moving forward.

**CHAIRMAN REMARKS** – Anthony Durante

- Informed the Board that, per decision by the state, DMC Board members are no longer required to submit financial disclosure statements.
- Expressed gratitude to Ms. Mider, DMC office for work organizing “Piano in the Park”.

**DIRECTOR'S REPORT** - Gabe Bailer

- New Businesses
  - Little Fox Kitchen, 1 South Ave. – opened April 28
  - Annealed, 107 North Union Ave. – coming soon
  - Home Power Yoga, 8 Eastman Street – coming soon

- Meet and Greet – Wednesday, May 16<sup>th</sup> @Kilkenny House
- New Events
  - Piano in the Park Launch Party – Saturday, May 12
    - Performances scheduled at 12:30pm, 4pm, 7pm with street closure on Eastman along the Plaza. (weather permitting)
  - Music in the Squares – Saturday June 30 (tentative)
    - Working with Cranford Community Connection.
    - Scheduling 3 bands to perform at both Eastman Plaza and P.O. Plaza, closing off Eastman at Miln as well as along the Plaza.
    - Brief discussion of reallocating partial advertising budget to events.

## **SUB-COMMITTEES**

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

- Plan to email restaurants inviting them to a roundtable discussion to gather feedback on restaurant week, direct mail and how the DMC can continue to support their business.
- Proposing June dates, requesting feedback from restaurant owners on most convenient day, time.

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

- Monthly report distributed.
- Clarification that reserve funds are being used for seasonal plants and flowers in the downtown in 2018, not operating budget.
- Discussion regarding reallocating advertising funds; discussion moved to June meeting.

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

- Mr. LaCorte to get status of missing flag pole holders on downtown Victorian light poles.
- Old City Grill building (20 North Union Ave.): Rich Belluscio contacted property owner regarding unsafe windows and will follow up.
- Dimmers: per Mr. Wall, Miln is only street completed; DPW will install remaining as time permits; equipment has been received.

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

- Cranford Women's Club Sip & Shop Friday, May 11.
- Ms. Nunziato suggested merging the Marketing & Communications and Business Development sub committees, noting the overlap.
- Ms. Nunziato asked for clarification on the communication to residents of Alden St. regarding upcoming construction and paving; Mr. Wall confirmed there is a process to notify them; Mr. Bailer reported he and Bill Masol informed the business owners at the four corners of Alden and North Union.
- Board discussed use of signs to update residents regarding construction projects.

## **Strategic Planning**

- Mr. Durante distributed final draft via email to the DMC Board in advance of the meeting.
- DMC Board will vote at June meeting.

## **OLD BUSINESS**

### Board Volunteer Day: Saturday, May 19 @ 9am

- DMC Board members are encouraged to participate; Rob McNamara, Cranford Eagle Scout, will also be helping.

### Post Office Plaza

- Ongoing conversations regarding available funds.

### North Ave E.

- Meeting scheduled on Monday, May 14 @ 7pm, with property owners.
- Plan to revisit redevelopment and get feedback.

## Parklet

- Discussion regarding best locations and design of the parklet; Mr. Bailer to follow up with Lt. Davenport for location recommendations.
- Mr. O'Donovan reminded the board of the petition signed by business owners in 2017 against the parklet location in the Alden/North Union vicinity.
- No status on Playa Bowls; Mr. Bailer to follow up and with other interested businesses.
- Suggestion to follow up with Vinny's for feedback from 2017.

## **NEW BUSINESS**

### Project Tracker

- Mr. Durante suggested a new way to track action items, deliverables, etc.; will be a monthly report in addition to meeting minutes.

### 107 Walnut Ave.

- Mr. O'Donovan announced he no longer has plans to move his business to the Walnut Ave. development.
- Mr. O'Donovan described proposed changes to liquor licenses per the state and how it impacted his involvement with this project.
- Mr. LaCorte asked Mr. Wall to follow up with the township attorney asking if the application approved by the Zoning Board changes as the parties, first floor business and potential parking requirements have changed.

### North Avenue Parking

- Mr. Bailer notified the Board that there is a pilot program planned to change the parking in the spots on North Ave. along the train station to 12 hour parking; as members of the Parking Committee Mr. Bailer and Mr. O'Donovan disagreed with the plan; during discussion Mr. LaCorte brought up need to improve lot 3.

Commissioner Maisonneuve left at 9:45am

Mr. Needle left at 9:45am

Ms. Mider arrived at 9:45am

## **PUBLIC COMMENTS**

Rita Labruzzo 104 Arlington Road – likes additional activities downtown, bringing people downtown and the energy of the DMC Board; believes the DMC should be more involved in downtown development, not just the Township Committee and developers; would like to see Township Committee more collaborative with all of the township boards, highlighting design standards as something that needs to be adhered to.

Frank Krause, 20 Pittsfield Street – expressed concern over the application at 106 Eastman and the numerous variances, design waivers the applicant is requesting; believes the DMC should be involved and providing input;

- Mr. Durante responded that the DMC will be providing comments and while the application has a big impact on the downtown it is outside of the SID and those comments are non-binding since it is a Zoning Board decision.
- Mr. LaCorte advised including SID design standards with the comments collected; Mr. Bailer will draft a letter with the DMC Board comments; Mr. Durante to read those comments at the Zoning Board meeting when the 106 Eastman application is on the agenda.

Ms. Sacco left at 9:50am

Ms. Nunziato left at 10am

- ***Motion to adjourn at 10:13am by Mr. LaCorte, second by Mr. Colangelo; all in favor.***

Respectively submitted,  
Ellen O'Donnell, Administrative Assistant