

**CRANFORD DISTRICT MANAGEMENT CORPORATION  
BOARD MEETING  
MINUTES – MAY 15, 2020**

**Present:**

Tom Connolly/business owner  
Anthony Durante/chairman  
Tricia Greely/ business owner  
Paul LaCorte/property owner  
Ashley Legg/resident  
Jean Maisonneuve/Township Commissioner  
Kristen Mider/resident  
Steve Needle/property owner  
Steve Oliveira/property owner  
Margaret Sacco/ business owner  
Gabe Bailer/Director  
Michelle Stavrou/Social Media Coordinator  
Caren Demyen/Administrative Assistant

**Absent:**

Joe Colangelo/resident

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 2020 minutes by Mr. Durante, seconded by Mr. Colangelo. Mr. Connolly did abstain since he wasn't at the meeting.

**TOWNSHIP COMMISSIONER REMARKS** – Commissioner Maisonneuve

- Commissioner Maisonneuve said that they have had a meeting Ironore to discuss the development on South Avenue (Wells Fargo building and hardware store). He felt that the meeting went very well and was positive and thought that they did a good job with the thought process in their presentation. Commissioner Maisonneuve was not aware that Commissioner O'Connor was creating another reopening strategies group and is not supportive. Commissioner Maisonneuve does not want the Board to feel that they cannot ask for street closures since he is in favor.

**CHAIRMAN REMARKS** – Anthony Durante

- Mr. Durante mentioned that we are on the road to recovery. Numbers for COVID cases are trending in the right direction. Mr. Durante and Mr. Bailer discussed having a small task force to talk about reopening strategies and to help create ideas. Mr. Durante feels that we need to be bold in our ideas and think differently and he is disheartened on where we are. He doesn't feel that the town will want to do anything bold. He feels that to support our businesses, we need to take some bold steps. Mr. Durante has also been thinking about ways to support our beauty businesses. Mr. Durante and Mr. Bailer have reached out to Mr. Colangelo and Boxcar with subscriptions.

**DIRECTOR'S REPORT** - Gabe Bailer

**Monthly Project Report**

- Mr. Bailer has sent out information to businesses regarding plexiglass partitions.
- Mr. Bailer has been sending out information to businesses regarding loan information.
- Weekly Zoom calls every Thursday so the business owners can speak with each other.
- Mr. Bailer thanked Mrs. Legg on her help with the video on Downtown businesses.
- There have been 4 gift cards promotions where if you spend \$20, you can win a chance to win \$50 to your choice of Downtown business. So far, \$15,000 worth of receipts have been entered.
- Cranford Heroes campaign was successful. We worked with over 8 retailers and we delivered over 350 care packages will be delivered to the three long-term care facilities in Cranford.

- Planning a BINGO card that residents can play (order online, fill up your gas tank, etc...). Residents can win a gift card or a Cranford Strong t-shirt.
- Planter donations have been successful. We have had 19 donations so far and has raised over \$2000.
- Downtown Live series has started – we started with King Strength & Fitness.
- In discussion with Tammie from Fire Me Up on doing an art mural on the Breadsmith building.

#### **NEW BUSINESSES**

- Reviewed ideas that were given by the DMC board members and task force regarding reopening strategies including closing down the street for dining/activities, parklets.
- The Little Buffalo location has been rented.
- Mr. Bailer hopes to streamline the building review process and zoning so vacant buildings can get filled quickly by new tenants.
- Mr. Bailer is thankful to the Township Committee for allowing free parking for a period of time.
- The office has been helping all businesses in Cranford including businesses on Centennial and Raritan.
- Reviewed the updated website with the new business categories and additional updates.
- Tree surrounds were ordered with last year's reserves. Product was ordered but there was a delay with shipment. Mr. Bailer will look into getting a refund.

#### **BOARD COMMITTEES**

- Maintenance – Mr. Connolly asked about the fencing by Sub-Ology. Mr. Bailer has followed up with the business owner regarding his vendor.

***Motion to adjourn at 9:15am by Mr. LaCorte. Mr. Connolly seconded. All were in favor.***

Respectively submitted,  
Caren Demyen, Administrative Assistant