

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

Present:

Joe Colangelo/Resident
Dennis Concha/Business owner
Tammie Crispino/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
Jason Bottcher/Zoning Officer
Jamie Cryan/Township Administrator
Caren Demyen/Acting Director
Kathleen Prunty/Deputy Mayor
Michelle Stavrou/Social Media Coordinator

Absent:

Tom Connolly/Business owner

Ms. Demyen 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 October 2020 minutes by Mr. Durante, seconded by Mr. Needle. All were in favor.

TOWNSHIP COMMISSIONER REMARKS – Commissioner Maisonneuve

- Commissioner Maisonneuve passed on Commissioner remarks to leave room for the meeting discussion.

CHAIRMAN REMARKS – Anthony Durante

- Mr. Durante passed on chairman remarks to leave room for the meeting discussion.

NEW BUSINESS

- Mr. Bottcher discussed potential Conditional Use changes to the Township Ordinance. and what types of uses are conditional. The goal was to limit the Township and the Zoning Board's liability exposure. A conditional use can be thought of as a permitted use that must meet certain conditions. If they meet those conditions, they still require a Planning Board approval. If it's a change of use or an intensification of use, they still need a Planning Board approval and Site Plan approval. If they don't meet the conditions, they need approval from the Zoning Board. Some examples are a basic office uses, performing arts studios, tax preparation, etc... The goal was to make sure our property and business owners can fill a space easier and not have it be an unnecessary burden.
- The first paragraph of the SID ordinance has some serious conflicts with the municipal land use law and case law. Our ordinance requires all applicants that meet conditional use approval to also seek site plan review and approval. Mr. Bottcher is recommending amending the general statement which is the opening paragraph of our conditional use ordinance. The second issue is that it does not impair the character in the surrounding area. On a strict interpretation of the municipal land use law, that is what is called the negative criteria. We are in conflict with the municipal land use law and case law with the State. Mr. Bottcher's recommendation is to rewrite the opening paragraph so we are in conformance with the MLUL and case law.

- Mr. Bottcher hopes to fix some of the specificity of the ordinance. We identify specific uses throughout the town. His goal is to simplify the process and consolidate numerous office uses under one umbrella use. It simplifies the process for the township but also for the applicant.
- Amending the status of whether something is permitted, conditional or not permitted would be the next step.

ACTING DIRECTOR'S REPORT - Caren Demyen

Monthly Project Report

- Ms. Demyen provided an update on social media. Downtown Cranford now has 10k Instagram followers. The Downtown website has been updated with additional tabs that give information to businesses on Covid regulations and support.
- Starting a new campaign called Support Local. Shop Downtown Cranford. We will post every day through the holidays reminding the community to shop local this holiday season.
- We worked with UCEDC on an online marketing class. We will be doing the same presentation in early December.
- Followed up on events from the fall. Scarecrow Stroll was a huge success and businesses reported increase in foot traffic.
- We have a lot of events coming up for the holidays including Broadway comes to Downtown Cranford, gingerbread kits, Small Business Saturday and more.
- We have done 9 ribbon cuttings this past month and still have more to do the next few months.
- Thank you to Steve Oliveira and Tammie Crispino on their help with the butterfly mural.
- Martin Jewelers celebrated their 75th anniversary. We will be working on a write-up as well as some events for Spring 2021.
- Pop up with Wheelie Good Pierogi was success. Sub-Ology owner will be working with her for a January event.
- Flic Spa has been rented – new spa will be going in. Fettle Market will be opening up in Mid-December. Papa Ganache will be opening December 5th. NJ Wineseller may be expanding into the Little Gym location and a Latin restaurant may be considering a North Union property.
- Sub-Ology fence has been completed.
- Planter fundraiser was a success. We raised enough for the purchase of plants and the installation for fall and winter.
- We have done 2 maintenance walks so far of the town and have compiled a list of problem areas.
- Ms. Demyen thanked everyone on the Board who has reached out with maintenance updates or areas of concern.
- Tree surround update – all materials are safely stored in the Roundhouse.
- (3) 55-gallon cans were purchased for Eastman Clock Plaza. The (4) 32-gallon cans will get painted back to black and moved to other locations in town.
- Working with CPD on keep track of the lights out throughout the Downtown.
- Green Thumb Garden Club would like to restore the fountain at Post Office Plaza. Woofgang Bakery would like to install a pet waste stand by the Gazebo and provide bags for both locations. Martin Jewelers would like to provide something for the Downtown as a way to celebrate their 75th anniversary. A resident from the Inclusivity Group reached out that they would like to help with a Little Library in the Downtown.
- Parkets will be picked up by November 30th.

CLOSED MEETING

- Mr. Durante made a motion to move the meeting to a closed session. Mr. LaCorte seconded. All were in favor.
- Mr. Colangelo made a motion to open the meeting. Mr. LaCorte seconded. All were in favor.

Motion to adjourn at 10am by Mr. Colangelo. Mr. LaCorte seconded. All were in favor.

Respectively submitted,

Caren Demyen, Acting Director