

**CRANFORD DISTRICT MANAGEMENT CORPORATION**  
**BOARD MEETING**  
**MINUTES – NOVEMBER 17, 2023**

**Present:**

Joe Colangelo/Business owner  
Tammie Crispino/Business owner  
Anthony Durante/Resident  
Max Fusaro/Business owner  
Paul LaCorte/Property owner  
Kristen Mider (Chairwoman)/Resident  
Kathleen Miller Prunty/Commissioner/Liaison  
Kendall O'Brien/Resident  
Doreen Sayegh/Property owner  
Samantha Ulan/ Resident

**Absent:**

Steve Oliveira/Property owner

Caren Demyen/Director  
Michelle Stavrou/Social Media Coordinator

Ms. Demyen called the meeting to order at 8:31am. Announcement made that the meeting was posted as required by law.

**APPROVAL OF MINUTES**

- Motion to approve October 2023 minutes by Ms. Demyen. Mr. Colangelo abstained. Minutes were approved.

**DIRECTOR'S REPORT** – Caren Demyen

- Working on the removal of outdoor tables and chairs at restaurants
- Cranford has been designated officially film ready
- New sleigh has arrived
- Update on new businesses and available spaces
- Scarecrow Stroll was a success, and attention is now focused on upcoming events, especially Small Business Saturday.
- 2024 Goals include redoing sponsorships, finalizing café permits, and working on legacy planning (i.e. writing out how events are run, making it easier for others to refer back to).
- Redevelopment

**PLACER.AI PRESENTATION** – Max Toadvine

- Placer.ai is a Mobile Location Analytics Platform which harnesses data from mobile devices.
- Has over 3,000 clients which includes restaurant groups, retailers, cities, counties, civic organizations, and more.
- Demonstrated the data available for Fire & Ice in 2023 and 2022.
- Able to see individual days and properties, and also exclude certain days and areas.
- Can also differentiate between residents, employees, and visitors.
- Board members asked about excluding certain areas, such as the train station, so those people aren't included in the data.
- Showed the weekend in 2019 that corresponded with 2022 and 2023 Fire & Ice events to illustrate crowd comparison.
- Possible benefit to business owners to see where their customers come from and when there is high foot traffic downtown.

Mr. Durante and Mr. Colangelo left at 9:30am.

- Ms. Mider asked if additional departments use this tool in other municipalities. Mr. Toadvine said that Parks and Recreation departments often find it useful.
- Mr. Toadvine ended his presentation and there was general discussion among the Board.

- Ms. Demyen said that she sees a tool like this as a way to market the town and to draw new business to Downtown. It would also help show which events are more successful than others.
- Ms. Demyen said she would like to hold a brainstorming session about 2024 goals. It would be a chance to hear about board member's goals and ideas for next year.
- Commissioner Prunty suggested that if the Board moves forward with Placer.ai, members should think about their priorities and the best way to use this tool.

***Motion to adjourn at 9:50am. All in favor.***

Respectively submitted,  
Michelle Stavrou, Social Media Coordinator