

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – OCTOBER 19, 2018**

Present:

Anthony Durante/chairman
Chris Ashrafi/resident
Joe Colangelo/resident
Paul LaCorte/property owner
Jean Maisonneuve/Township Commissioner
Kristen Mider/resident
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

Absent:

Tom Connolly/business owner
Steve Needle/property 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

- *Motion to approve September 21, 2018 minutes by Mr. O'Donovan, seconded by Mr. Durante; remaining members voted in favor.*

TOWNSHIP COMMISSIONER REMARKS - Commissioner Maisonneuve

- Understands the Board's frustrations with some of the projects that they are trying to get done. He wanted to reiterate that he feels that this is the best Board he has ever been a part of. He feels that the Board has accomplished a lot and feels that the Downtown is as vibrant as ever. If a member ever feels frustrated, please direct those frustrations to Anthony who will direct it to him so he can help facilitate them.

CHAIRMAN REMARKS – Anthony Durante

- Cranford was recently named by The New Jersey Chapter of the American Planning Association as one of the 2018 Great Places in New Jersey. Representatives attending for the award are Anthony Durante, Ann Dooley, Gabe Bailer and Jean Maisonneuve. Mr. Durante mentioned anyone else is welcome to attend – the cost is \$50 per ticket.
- NJ.com is currently looking for the Best Downtown in NJ and Cranford is in the running! Let's get the vote out and move Cranford into the next round. Vote early and vote often.
- Mr. Durante also mentioned he was speaking with his new neighbor and she mentioned "walkability" – he feels that this recognition is due to the people that are in this town – especially the people in this room and business owners who choose to invest in Cranford.
- Music in the Square was great – businesses seemed to be really busy.
- Scarecrows are looking excellent – especially Tom Connolly's Beetlejuice.
- Mr. Durante is rearranging the agenda slightly today to discuss about the reserve budget.

OLD BUSINESS

Post Office Plaza

- NJTPA \$10k grant to look at the streets around Post Office plaza. Kicks off in December. Will need to get a RFP for landscaping that area later in the year

Reserve funds

- We have \$18,923 left in reserves. Mr. Bailer shared a powerpoint to showcase some of the areas of potential spending. Public wifi – wouldn't be an option without Mr. LaCorte using his building. Should provide wifi to North Avenue, Eastman Plaza and perhaps a portion of Post Office Plaza (\$2500 upfront cost. Monthly costs will be associated with this). You can increase/decrease the bandwidth depending on the time of the year.
- Solar panel benches - \$6000 – includes delivery and upfront costs. 1 year warranty. Members wanted to see some other options other than benches.
- Bike racks - \$600 per bike rack – holds 3 bikes. Members discussed potential ideas of locations.
- Wrap - \$500 for large box, \$250 for small one – estimate is \$1500 for the three boxes
- Graphic Design – hiring a graphic designer (Darcy) to update strategic plan with a graphic, new logo, and business attraction plan document (\$2500)
- Motionloft – sensors would be put up in certain locations to get pedestrian and vehicle counts in real time. \$3450 per sensor for 1-year. Second year is \$1500 per sensor.
- Approved – bike racks (4 stainless), graphic artist work, public art. Will see about expanding wifi – will be on one account. Look into costs for branded bike racks. Look into other options for charging stations. Will speak to other departments to see if we can spread out the costs. Motion to approve moving forward on these projects was made by ???, seconded by Mr. Durante; remaining members voted in favor.

DIRECTOR'S REPORT - Gabe Bailer

Monthly Project Report

- Maintenance – coordinating with DPW on Victoria pole lights. 19 were out but 12 out on South Union Avenue because of PSEG power. Lights are on in Lot 7. Two new lights on a pole by the Park Station. They will not be LED at this time due to PSEG conversation. Mr. LaCorte expressed concern about the lack of lighting in certain areas – especially the lot behind Swan Cleaners. Only two lights are on in Lot 1.
- Pavers were installed in front of Tablespoon Cafe
- Tree guards – finish installing them throughout town
- Event coordination
- Grant app (retaining wall)
- New Bike racks (4) – NJ transit
- Security camera – NJ train station – getting permission to install cameras
- Pedestrian counts through County through intersections – South Avenue and High Street, Walnut Avenue, South Union avenue – data to create safer intersections
- Ribbon cutting ceremonies – Annealed and Café Teasia – in the future can the Board be given an email so members can support.
- Marketing video is completed. Mr. Bailer will send a link to everyone to view the draft. Mr. Bailer is happy with how it came out and will create a press release.
- APA great Downtown designation – thanks to everyone for helping make it happen.
- Mr. Bailer finds the SDL software very helpful

New Business Openings

- Dentist – 113 Miln Street, new gym in KOA location

Scheduled/new events

- Scarecrow Stroll – would like to thank Michelle for her coordination on the event. Night stroll – face painting, DJ in front of Vinnie's Pizza, tote bags, glow sticks for kids, trick or treating at shops, etc...
- Holiday Shop – December 14th – carolers, tote bags, will provide food/snacks – will get info. Out.

Board Committees

- Old City Grill building – summons was given to property owner. He has until 11/17 to appear in court. After that date, township will investigate whether he is given fines, etc... A few board members will be present at the 11/17 meeting. Mr. Durante will get in touch with Mr. Maisonneuve to update him on the situation.

PUBLIC COMMENTS

None

❖ ***Motion to adjourn at 10:35am***

Respectively submitted,
Caren Demyen, Administrative Assistant