

CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – OCTOBER 16, 2020

Present:

Joe Colangelo/Resident
Dennis Concha/Business owner
Tom Connolly/Business owner
Tammie Crispino/Business owner
Anthony Durante/Chairman
Paul LaCorte/Property owner
Jean Maisonneuve/Township Commissioner
Kristen Mider/Resident
Steve Needle/Property owner
Steve Oliveira/Property owner
Caren Demyen/Acting Director
Michelle Stavrou/Social Media Coordinator

Absent:

Ashley Legg/Resident

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 September 2020 minutes by Mr. Durante, seconded by Mr. Needle.

TOWNSHIP COMMISSIONER REMARKS – Commissioner Maisonneuve

- Commissioner Maisonneuve welcomed Ms. Crispino to the DMC. Commissioner Maisonneuve asked Ms. Demyen to reach out to Oasis regarding his parklet and location. Mr. Connolly asked if there were any updates to the redevelopment on South Avenue. Commissioner Maisonneuve said that things are progressing nicely and the designs look nice.

CHAIRMAN REMARKS – Anthony Durante

- Mr. Durante thanked Ms. Demyen and Ms. Stavrou for their efforts. Mr. Durante welcomed Ms. Crispino to the Board. Mr. Durante announced that he will not be chair in 2021. He has been chair for three years and feels that the Board needs a new voice.

ACTING DIRECTOR'S REPORT - Caren Demyen

Monthly Project Report

- Ms. Demyen updated the Board that both her and Ms. Stavrou work part-time hours so there are times the office is closed. At that time, a sign is put on the door on how to reach us via email and phone. Voicemail does go to email and messages are returned in a timely manner.
- A social media audit was done by our intern to create a spreadsheet of who may need extra assistance.
- Fall in Love with Downtown Cranford video was shared with the Board members. Ms. Demyen thanked Ms. Mider for her help writing the script.
- A photoshoot was done for Amber Feather, Anthem, Augusta Mae, Max and Luna, and Milk Money. Retail stores were very appreciative and had positive feedback.
- Mask Up Challenge will be held the month of October in conjunction with the Cranford Police Department and PBA. If someone is wearing a mask, they can get a raffle ticket to win a prize.
- Cider with a Cop will be held in October. An hour will be set aside for businesses to meet with the police on any concerns they have.
- Sip & Shop is being held this evening. The Cranford Women's Club has worked hard to establish social distancing. 150 tickets have been sold and coupons have been extended at stores.

- Scarecrow Stroll is coming up – we have over 100 scarecrows so far. An individual mailing was not done this year. Ballots are available at Eastman Clock Plaza, Downtown stores, and our website. People can also email their ballot in. Scarecrow signs will have reminders on wearing a mask and social distancing. The office is also placing 6 scarecrows throughout the town with similar reminders. The mailbox got a makeover thanks to the staff at Fire Me Up.
- Many events are happening for Scarecrow Stroll including a Scavenger Hunt, Storywalk, Virtual Howl-o-ween, Virtual Photo Contest, pumpkin patch, and more.
- Holiday event planning is already in the works – the theme will be Gumdrop Jubilee. Events are going to include Cocoa & Cookies, caroling, window decorating contest as well as the Festival of Trees.
- Downtown Cranford Takeover Makeover event is tentatively planned for January 2021.
- Look Twice Look Again as well as Indentogo closed the end of September.
- On a positive note, many new businesses are opening the next month or so (Agave, Ani Ramen, Heal & Glow, Hickory & Hill, iBubble Tea, Max and Luna, Papa Ganache, Sapore di Italia, Woofgang Bakery, and Yumpanadas). Potential dentist office may go on to South Avenue.
- Ribbon cuttings are scheduled next week for Ani Ramen, Heal & Glow, Hickory & Hill, Max and Luna, Sapore di Italia, and Yumpanadas.
- Regarding maintenance: alleyway lights have been replaced, 4 new patio sets have been placed at Eastman Plaza, fence by Sub-Ology should be completed shortly.
- Fall planters were installed this week. This project will be completed solely on sponsorships. Dreyer Farms will be helping with the winter planters.
- Tree surround update – there should have been a 4-inch ring around the tree and they need to be vacuumed/swept regularly. The maintenance committee has asked that the project be put on hold until an organized plan is developed. Ms. Demyen mentioned that she would look into tree grates and pricing.
- Ms. Demyen would like to create a weekly, monthly and seasonal checklist for maintenance and make sure our inventory list is up to date. She also suggested doing a maintenance walk to make a list of problem areas.
- Mr. LaCorte asked about the area behind Avenue East. Ms. Demyen updated everyone that Health has checked on the grease trap. Zoning and Building was contacted about the status of the driveway.
- Mr. LaCorte asked that someone look at the front façade of the Britton Building. His concern is the front of the building is bulging and it can be a future potential issue.
- Mr. Connolly mentioned that the street lights are still out and asked for a status update.
- Ms. Demyen would like to put in a resolution to keep the parklets out through November 30th based on feedback from the restaurant owners. Ms. Demyen suggested creating an updated plan for Spring 2021.
- A gift card program was shared with the finance committee.
- Quotes were received from two vendors for professional lighting this holiday season. Mr. Durante suggested lighting the tree by the Gazebo and the tree on South/Centennial.
- Quotes were received from two vendors regarding the light pole painting. The project is going out to bid. Ms. Demyen will follow up with additional information at the next meeting.

NEW BUSINESSES

- 2021 DMC Board meeting schedule was reviewed. Mr. Durante made a motion to approve and Mr. LaCorte seconded. All were in favor.
- Free parking for holidays for 11/27-11/28 and 12/11-12/25 was reviewed. Mr. Durante made a motion to approve and Mr. LaCorte seconded. All were in favor.
- 2021 budget was reviewed with Mr. Colangelo, Ms. Demyen and the Board.

Motion to adjourn at 9:57am by Mr. Durante. Mr. LaCorte seconded. All were in favor.

Respectively submitted,
Caren Demyen, Acting Director