

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES –SEPTEMBER 15, 2017**

Present:

Barry O'Donovan/Chairman
Tom Connolly/business owner
Anthony Durante/resident
Patrick Giblin/Deputy Mayor
Paul LaCorte/property owner
Steve Needle/property owner
Clara Nunziato/business owner
Maureen Tinen/property owner
Kathleen Miller Prunty/Director
Michelle Stavrou/social media coordinator
Terence Wall/Township Administrator
Bill Masol/Township Engineer

Absent:

Joe Colangelo/resident
Jean Maisonneuve/resident
Vicki Spurr/resident

Ms. Prunty 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 July 21, 2017 minutes by Mr. Needle, seconded by Mr. O'Donovan, all in favor; Mr. Durante abstained.

ADMINISTRATOR UPDATES – Terence Wall

Conversion of Victorian Lights

- Plan is to install the lights all at once as opposed to in phases; total of 329 lights.
- Total project cost is \$390k; the project is reported to have come in \$100k under budget.
- Final cost \$1200k per head.
- Newer lights at North Ave train station will not be replaced.
- Mr. Connolly asked about the lampposts, Mr. Wall confirmed that they need to be painted but that is not included in pricing; the painting will be addressed by public works.

North Ave E Corridor - Planner Report status

- The report is in process but not completed.

TOWNSHIP COMMISSIONER REMARKS – Deputy Mayor Giblin

- Deputy Mayor Giblin reported that the new township website, cranfordnj.org will go live at the end of the month; website was developed by Virtual Towns and Schools.
- The Deputy Mayor asked that the DMC Board members review the website, specifically the Downtown Cranford page, and provide their feedback.
- VTS will be maintaining the website but township staff will have different levels of administrator access and departments will be responsible for their content going forward.
- October 15th is the Cranford Fire Department's 125th anniversary celebration taking place in the downtown.
- October 21st is Porchfest, an event taking place throughout Cranford; it will conclude with a performance at Eastman Plaza.

CHAIRMAN REMARKS – Barry O'Donovan

Sign Violations

- Mr. O'Donovan reported that the Zoning Officer Ron Johnson issued fines and some business and property owners were due in court; Mr. O'Donovan will be following up.

Property Maintenance

- Mr. O'Donovan received confirmation from the Township Administrator that quarterly inspections and subsequent reports by property maintenance inspector Bob Fico will start but no date yet.

Holiday Parking

- The Board discussed the pros and cons of offering free shopper parking during the holiday season, ultimately agreeing that it is a positive PR initiative.
- Free parking will include streets, municipal lots & the parking garage.

➤ **ACTION: The DMC Office to follow up with Lt. Davenport regarding a free parking decal for the pay stations.**

❖ **MOTION to offer free holiday shopper parking December 16-25 by Ms. Nunziato, seconded by Ms. Tinen; Mr. Durante voted no, remaining board members voted yes.**

Bill Masol, Township Engineer, arrived 8:50am

ENGINEER UPDATE

Ladder Striping Update

- Bill Masol, Twp Engineer, provided an update on ladder striping on North Avenue.
- Mr. Masol indicated that such a project needs to be compliant with ADA, Americans with Disabilities Act.
- There has been no further discussion with the DOT regarding Cranford's 25% obligation.

North Union/Alden signal

- Design has started for the North Union/Alden traffic signal.
- Ladder striping will be incorporated.
- Signal to be upgraded by the end of December, paving likely delayed until Spring of 2018.
- Mr. Masol will request night paving of Alden Street at the recommendation of Mr. O'Donovan.
- Deputy Mayor Giblin suggested that the DMC Board, area business owners begin notifying residents and patrons that the signal work has been approved and should anticipate that it will begin soon and be completed by the end of the year.
- Mr. Masol will look into why North Ave & Alden Street will not include ladder striping since the infrastructure is new but suggested it could be due to lack of ADA compliance.
- Mr. Masol will share the design of North Union and Alden when complete.

BOARD COMMITTEES

Finance – M. Tinen, P. LaCorte

- Ms. Tinen requested operating budget detail.
- Ms. Prunty confirmed that the DMC office is on track to spend the entire operating budget, reminding the Board that the majority of the expenditures are in the Fall and holiday seasons.
- Reserve funds are still to be used for downtown planting, wreath maintenance and Post Office Plaza improvements per Ms. Prunty.
- Ms. Prunty distributed the 2015 audit and confirmed there were no issues raised in the audit.
- The Board was informed by Ms. Prunty that an audit is done annually.
- Ms. Tinen will review the audit and provide comments at the next Board meeting.

Strategic Plan – A. Durante

- Mr. Durante reported that zoning and planning boards were asked to select two members of their respective boards who will participate in a working meeting /discussions with the strategic planning committee.
- The committee received feedback from the historical society, awaiting feedback from planning and zoning since the last meeting.

Marketing, Events & Communication – C. Nunziato, V. Spurr, J. Maisonneuve, M. Stavrou, E. O'Donnell

- The 10th Annual Scarecrow Stroll is the next upcoming event, beginning October 24.

- Next up: planning for holidays and holiday guide.

Design Standards & Maintenance – T. Connolly, P. LaCorte

- Mr. LaCorte asked if grass at the North Ave train station turnaround is sprayed for weeds.

DIRECTOR'S REPORT

Director's Report – Kathleen Miller Prunty

2017 YTD

- Year to date report was distributed to the DMC Board in August.

Scarecrow Stroll: Oct 24-Nov 5

- Scarecrow goal is 100.
- This year includes sponsors, t-shirts for participants.
- Ms. Prunty taped a newsmaker segment at Comcast for the Scarecrow Stroll.

UC Business Expo: September 12

- Ms Prunty attended the Union County business expo and described the positive feedback received from officials throughout Union County.

Maintenance/Improvements

- Tree surrounds are approximately 50% completed, goal is to reach 75% completion by the end of the Fall.
- Ms. Prunty noted that the Tree Surround project came in under budget.
- The DMC office will follow up with KB Industries, the tree surround vendor, to determine maintenance protocol.

Post Office Plaza improvements: presentation/discussion/recommendation

- Ms. Prunty reminded the DMC Board that they agreed to spend \$30k from reserve funds for improvements to Post Office Plaza; there is additionally \$36.9k available in a P.O. Plaza trust for maintenance.
- Repairs/improvements to the sidewalk surrounding the plaza may be eligible for additional money through a sidewalk repair ordinance, per information received from Lavona Patterson, CFO.
- A team consisting of Ms. Prunty, Mr. LaCorte, Mr. Connolly, Mr. Wardell and Eagle Scout Rob McNamara have met to plan and coordinate efforts.
- Rob will begin pulling weeds, ground cover by hand on Sunday, September 17; DPW will assist by removing heavier items, including dead tree and shrubs.
- Mr. Connolly presented a plan that works with existing:
 - flag pole & monument
 - fountain
 - benches
 - utility boxes
 - 2 trees
- The plan includes planting in areas around the flag pole monument and other plantable sections while adding pavers in remaining areas in an effort to make the space more usable.
- Input provided by Steve Wardell is that the area be maintenance free.
- The Board discussed additional improvements that include adding another bench, moveable tables and chairs, lit bollards, wrapping utility boxes as well as adding ladder striping on Eastman Street.
- Mr. Connolly reported that bollards could cost about \$800 each.
- The Board additionally discussed how the proposed plan could be expanded to include extending sidewalk, moving Victorian lights, etc.
- Flagpole will be painted, cost estimated by Mr. LaCorte to be \$10k, funded through existing trust.
- Mr. LaCorte and Mr. Connolly said the additional items could cost upwards of \$150k.
- Mr. Connolly will revise the plan based on Board feedback, including adding a cost estimate, in time to get on the agenda and present ideas to Township Committee.

- ❖ **MOTION to increase reserve contribution for P.O. Plaza improvements from \$30k to \$50k by Ms. Tinen, seconded by Mr. Needle, all in favor.**

NEW BUSINESS

- Mr. Needle presented his project on Walnut Ave, a proposed 12 unit project including, 2 affordable units, which he ultimately pulled due to much opposition.

ADJOURN

❖ ***Motion to adjourn at 10:15am by Ms. Nunziato, seconded by Mr. O'Donovan, all in favor.***

Respectively submitted,

Ellen O'Donnell,
Administrative Assistant