

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – SEPTEMBER 18, 2020**

Present:

Joe Colangelo/resident
Dennis Concha/business owner
Tom Connolly/business owner
Anthony Durante/chairman
Paul LaCorte/property owner
Ashley Legg/resident
Jean Maisonneuve/Township Commissioner
Kristen Mider/resident
Steve Oliveira/property owner
Michelle Stavrou/Social Media Coordinator
Caren Demyen/Administrative Assistant
Tammie Crispino/guest

Absent:

Steve Needle/property owner

Mr. Durante 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 August 2020 minutes by Mr. LaCorte, seconded by Mr. Durante.

TOWNSHIP COMMISSIONER REMARKS – Commissioner Maisonneuve

- Commissioner Maisonneuve mentioned that this is an opportunity for the DMC to reinvent itself and move forward.

CHAIRMAN REMARKS – Anthony Durante

- Mr. Durante thanked everyone for attending. Mr. Durante said he is looking forward to seeing Ms. Demyen in an extended role and happy to support Ms. Demyen and Ms. Stavrou during this time. Purpose of the meeting is to see what needs to be prioritized moving forward. Mr. Durante welcomed Ms. Crispino from Fire Me Up who is considering joining the DMC Board.

Meeting went into a closed session.

Meeting went into an open meeting and Ms. Demyen, Ms. Stavrou and Ms. Crispino rejoined.

- Mr. Durante mentioned there were three areas to focus on – areas that need to get addressed right away, shorter term items like Scarecrow Stroll, and long-term projects.
- Mr. LaCorte mentioned we should focus on the Scarecrow Stroll, holidays, ongoing maintenance and business support – he feels that we have a full plate working on those items.
- Ms. Mider mentioned that she was in the marketing meeting the day before and feels that Ms. Demyen and Ms. Stavrou are on top of the upcoming events. She wants to make sure we also look forward to the winter months and events/support we can provide.
- Mr. Durante suggested potentially close streets down for Small Business Saturday or something where we focus on providing a lot of support for Small Business Saturday. Ms. Legg mentioned looking into heaters for outdoor dining to try to support the restaurants as long as we can.
- Mr. Colangelo asked the business owners what we can do to help – perhaps by sending out surveys, etc... Mr. Concha mentioned reaching out to the businesses by going into the stores and talking to the owners to see what their needs are. He said that with emails the business owners are too busy to read them. He feels that the parklets have been a huge help to the restaurants owners that have them. Ms. Crispino mentioned having the outdoor areas accessible for all businesses. When she has an event, she

has to bring her own tables and chairs. It would be nice if tables/chairs were available for businesses to use (where they can be reserved). She suggested closing some of the streets off permanently. Mr. Concha agreed with Ms. Crispino. He mentioned for the Taste of Cranford, people were looking for any available seating. The street should have been closed for the event.

- Ms. Mider suggested doing a holiday tree stroll where trees are decorated in each store – she thought it may be a way to get people walking downtown and getting the residents involved.
- Mr. Durante said he hasn't seen significant overflow with the garbage cans. He suggests if anyone sees any issues to make sure that we keep an eye on them. Mr. Connolly said the cans at Eastman are always full.
- Mr. Connolly asked for the update of the fence by Sub-Ology. Ms. Demyen said that it looks like permits have been approved and that she would look into the status on when the project will begin.
- Mr. Connolly also asked for an update on the tree surrounds. Ms. Demyen said that the product was delivered over the summer and is currently stored at DPW. Her concern is that from what Rui had mentioned, the trees are not getting enough water from the ones that were previously installed. Mr. Durante said we need to put the project on pause. Ms. Demyen said she would send an update to everyone.
- Mr. Connolly asked if there were any trees that had to be trimmed. He also mentioned a lot of the lights are out in the string lights. Mr. Concha mentioned that general trimming needs to be done for the shrubs.
- Mr. Durante suggested to follow up on the capital budget items like the light pole painting. Ms. Demyen said that she has reached out to finance to set an appointment to discuss it.
- Mr. Durante also suggested focusing on ribbon cuttings to make sure we are acknowledging the business owners investing in the town. Ms. Demyen said that her hope is to research what other towns do to create a procedure to make it more of an event.
- Mr. Durante suggested reaching out to Building & Zoning to make sure the Application Review Committee stays on top of any new permits regarding signage.
- Ms. Stavrou brought up new avenue banners downtown and creating a uniform look.
- Ms. Mider brought up that help will be needed for the Scarecrow Stroll. Mr. Oliveira said that he would help. Mr. Durante said to reach out to the Board as soon as possible with dates/times for volunteering. Mr. Oliveira said some of the other organizations may be able to help.
- Mr. Concha said the curbside pick-up spaces have been very successful.
- Mr. Connolly brought up the garbage enclosure in Lot 7.

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

Respectively submitted,
Caren Demyen, Administrative Assistant