

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MINUTES – JANUARY 15, 2021**

Present:

Brian Andrews/Deputy Mayor
Joe Colangelo/Resident
Dennis Concha/Business owner
Tom Connolly/Business owner
Tammie Crispino/Business owner
Jamie Cryan/Township Administrator
Anthony Durante/Chairman
Paul LaCorte/Property owner
Ashley Legg/Resident
Kristen Mider/Resident
Steve Oliveira/Property owner
Doreen Sayegh/Property owner
Kathleen Prunty/Mayor
Caren Demyen/Acting Director
Michelle Stavrou/Social Media Coordinator

Absent:

none

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 December 2020 minutes by Mr. Durante, seconded by Ms. Mider. All were in favor.

CHAIRWOMAN REMARKS – Kristen Mider

- Ms. Mider thanked Deputy Mayor Andrews and Mayor Prunty for attending the meeting and she is excited to work with everyone. She welcomed Ms. Sayegh to the DMC Board. Ms. Mider also thanked Mr. Durante for his time as chair and being a mentor to her. She thanked the board members for their time and energy. Ms. Mider thanked Ms. Demyen and Ms. Stavrou for rising to the occasion during the pandemic.

TOWNSHIP COMMISSIONER REMARKS – Deputy Mayor Andrews

- Deputy Mayor Andrews said that is an honor to be part of the DMC and thanked the Board members for their time and dedication and thanked Ms. Mider for her leadership. Deputy Mayor Andrews also thanked Ms. Demyen for her work between the events and building relationships with the business owners.

MAYOR REMARKS – Mayor Kathleen Prunty

- Mayor Prunty seconded what Ms. Mider and Deputy Mayor Andrews had said but mentioned that the job is far from over and feels that some of the real challenges are ahead.

ACTING DIRECTOR'S REPORT - Caren Demyen

Monthly Project Report

- A few updates regarding social media – we continue to see growth on Facebook, Instagram and Twitter. The office will now be keeping track of all of the stores that we post so we can try to cover as many businesses as possible. A minimum of two businesses will be highlighted a month - Ms. Demyen mentioned that Ms. Stavrou did a great job with the article for Little Fox that was just posted.
- Website has 422 clicks in December. Ms Stavrou has been doing a nice job keeping the website updated.

- Quick holiday wrap up:
 - Broadway singers performed 36 hours in December. Almost \$6000 was raised.
 - Cake Artist sold 100 cupcake kits.
 - Vinny's Pizza sold 150 pizza kits.
 - Venue 104 sold over 300 gingerbread kits.
 - Festival of Trees was a success. We are looking to improve the event next year.
- Souperhero Stroll is coming up this weekend. We have 25 sponsors for the balloons. The event is sold out and over \$4000 was raised for Project Graduation.
- Yarnstormers will be installing yarn hearts on the Gazebo which is a fundraiser for Cranford Family Care.
- Takeover Makeover will start officially on January 25th. The majority of the materials have been donated. We are working with David Schoner on small video clips that we can share with the public. The Westfield Leader is also writing an article.
- Garden State Film Festival is happening on March 23rd at the Cranford Theater. The Garden State Film Festival will be providing us with 10 VIP passes.
- Look ahead for February events – My Furry Valentine with Woofgang Bakery, Fire & Ice, Galentine's Day weekend and more.
- We have continued the pop up shop concept with Sub-Ology and Wheelie Good Pierogie. We are also working with the foods teacher at Cranford High School and connecting her with restaurants who can speak to her class.
- Fettle Market is opening in early February. The Giggles location will now be Aruta Fine Art & Appraisal. The old hardware store is potentially going to be a dentist office. Sharon Fit will now be Hamsa Dance & Fitness.
- We had ribbon cuttings with Agave and Hamsa Dance & Fitness.
- New garbage cans are being delivered very shortly.
- Baker Brothers has gone through tree surround training. Eddie Baker will be working on a plan on what has to be replaced/installed.
- MWT Builders and Woof Gang Bakery & Grooming will be working together on designing and installing pet waste stations. We are waiting on sketches to share with the Township Committee for approval.
- The Green Thumb Garden Club of Cranford will be restoring the fountain at Post Office Plaza.
- Looking into a bench sponsorship program.
- Gift card program is a work in progress.

BOARD COMMITTEES

- Finance – Mr. Colangelo mentioned that the budget has been pushed off 2 weeks.
- Maintenance – Mr. LaCorte is concerned with some long-standing issues including the bus turnaround on North Avenue and the light poles at Perrotti's. He is also concerned with the blue stone by Eastman Plaza and the dumpster area in Lot 7. Mayor Prunty said that this is the responsibility of the Township. Mayor Prunty said that any time that these concerns are brought up to bring them to the Township Administrator.
- Marketing & Events – Ms. Legg mentioned that we are creating a content calendar and working on a vision for the month. She also mentioned using hashtags like #cranfordhiddengems or #cranfordpizzaday.

Motion to go to closed session at 9am by Mr. LaCorte. Mr. Durante seconded. All were in favor.

Motion to adjourn at 10:15am by Ms. Mider. Mr. Durante seconded. All were in favor.

Respectively submitted,
Caren Demyen, Acting Director