

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID - Full Board Meeting
May 12, 2021 – 7:00 p.m. – 8:45 p.m.
Zoom

Board members in attendance: Jose Barreiro, Jeff Beck, David Cummings, Ashley Cyrus, Lisa Johnson, Roger Mazzeo, Jill Montague, Jaji Packard, Alescia Peyton, David Placek, Lori Price Abrams, Elizabeth Rich, Sue Schultz, Matt Silverman, Robert Squires, Nat Testa

Absent: Celestina Ando, Jennifer Bobal, Richard Cronk, Hipolito Pollantis

Staff: Jason Gleason, Pauline Heaney

P.U.M.A. Staff: Brad Segal

Guest: Peter Yacobellis

I. CALL TO ORDER & WELCOME

Lisa Johnson called the meeting to order at 7:03 p.m.

II. PUBLIC COMMENTS

David Cummings commented on the success of the Montclair African-American Heritage Foundation (MAAHF) golf outing. The BID helped publicize the event and garner prizes from local businesses. Enough funds were raised from this event to establish two scholarships for the MAAFH foundation.

III. ADOPTION OF APRIL MINUTES

Sue Schultz moved to approve the April minutes.

Jaji Packard seconded. Motion passed unanimously.

IV. EXECUTIVE DIRECTOR'S REPORT

a. Clean, Safe & Green Report

Jason Gleason reported that the sweeper is out. The ambassadors are performing early morning passes at 7:00 a.m. in order to cover both sidewalks and streets. Half a ton of overflow garbage was removed this month. Broken lights are still a safety issue. The ambassadors will conduct another lighting inventory and report the outages to PSEG. Property and business owners should keep an eye open for light poles in disrepair and report them on the PSEG portal.

The tulips looked fabulous this spring, thanks in part to planting help from the Montclair Garden Club. The bulbs are being pulled out this week, and given to business owners within the district. The tulips will be replaced with 46 hibiscus

trees, and 200 lime plants. One-hundred eleven hanging baskets (an increase from 72 baskets last year) are being installed, with a basket on every pole throughout the Fourth Ward. There is still a lot of weeding to be completed around sidewalks as well as in tree beds. The new Ford F-250 work truck has been purchased and is already in operation, with a new water tank coming soon, so there will be two tanks operational to handle the expanded plantings.

b. Montclair Jazz Festival 2021 – DOWNTOWN!

Jason Gleason spoke regarding the Montclair Jazz Festival. The festival, in its fourteenth year, is usually held in Nishuane Park, but will be held in the BID district this year. There will be five smaller ‘Soundcheck Series’ performances at Lackawanna Plaza (June 24; July 8 and 22; August 7 and 14), with a 3-day main event September 24-26 along Bloomfield Avenue. The festival will be multi-pronged, enhancing and activating local businesses throughout the district. Plans are to shut down Bloomfield Avenue from Grove Street to South Park Street for the main event, with two stages and several live musical performances along the Avenue. Together with BDP Holdings, the BID has been asked to participate as a presenting sponsor for \$35,000. Vendor opportunities will be offered free of charge to BID businesses. The BID’s responsibilities will be to assist with prior marketing, signage and vendor registration, along with sanitation and porta potties on event dates.

Jason Gleason went on to say the economic impact and ROI is huge for the BID. Holding such a large cultural event has great civic impact, along with being able to market the district as an arts and cultural destination (as per the strategic plan). Jazz festivals are an integral part of placemaking. The BID will receive due recognition, and this will make our name and brand known. The board agreed that creating a pedestrian ‘mall’ on Bloomfield Avenue is very exciting.

Discussion then took place regarding logistics such as disruption to NJ Transit bus routes, adequate parking, marketing the Bay Street transit hub, and the Wellmont Theater reactivation. Clear communication regarding all factors of the event must be established early. Since outdoor gathering limits due to COVID have recently been lifted, some logistics for this event will be less complicated. We will continue to work with state and local health officials and within recommended guidelines.

c. Highlight Calendar for Remainder of 2021

Tabled for the next meeting due to time constraints.

V. EXECUTIVE COMMITTEE REPORT

a. STRATEGIC PLAN – P.U.M.A.

Brad Segal gave an update to the strategic plan. P.U.M.A. is adding to the tactics and operational components of the plan, and completing the executive summary. Discussion took place on how to help solidify the BID’s relationship with the Township. A meeting with Township staff, P.U.M.A. and the BID executive committee and executive director was proposed to present the strategic plan once finalized.

VI. TREASURERS REPORT

Jose Barriero presented a summary budget document (to be posted on Basecamp). At the end of quarter one, the BID is in good standing. He mentioned two line items: one for business development and retention that includes a \$63,000 grant from last year recognized as revenue this year; the other for office expenses, explaining that the higher actual cost reflects transitioning to the new office space, and includes setup investment for chairs and tables for eventual in-person meetings.

VII. COMMITTEE REPORTS

a. Visual Improvement Committee

Jaji Packard reported the committee has a full agenda. Four projects are in the works:

- For Fresh Air, social media has been updated, and most of the installations have been refreshed. The Point of Action sculpture came down May 6. During its six weeks of installation, usage at Crane Park doubled. Lastly, Montclair Make Music Day will hold a celebration of events and music June 19 and 20, culminating in a parade on June 21.
- The summer tree pit and planter contest is underway. Deadline to submit entries is June 18. There are multiple categories, the winner of each to receive a \$100 prize. Winners will be announced the week of June 28. Please distribute flyers and spread the word.
- The traffic circle on Church Street is getting paved, and annuals will be planted in the circle.
- Crosswalk art is coming to the BID. Initially, a rainbow crosswalk on South Park Street adjacent to Bloomfield Avenue will be painted to reflect "Our Montclair." Special, longer-lasting thermal paint will be used for this project. Further crosswalks could include African-American heritage, etc.

b. Property Owners Committee

Ashley Cyrus announced Springboard Montclair has launched. This initiative, formerly known as the Brick & Mortar Grant for small business start-ups, has been developed and rolled out within a month. The application website has already garnered more than 800 unique views, with press releases picked up in the *Montclair Local* and on Baristanet. Applications will be received up until midnight June 1. Each judge will review five proposals, with final judging scheduled in person on June 27.

The committee is reviewing the tax assessment as mentioned in the strategic plan, while also working with the marketing committee on ways to promote commercial vacancies within the district.

c. Marketing Committee

Jose Barriero met with Jessica Maarek from Red Root regarding our B2B marketing with Twitter. Accounts to start following and tweeting at were reviewed, messaging

to include information and highlights of our district, and what spaces are available. The BID will be tweeting out data points, engaging retail scouts for regional and national brands, and reaching out to business start-ups and entrepreneurs. It was suggested that the Township should have its own economic development office and provide this for the whole of Montclair.

VIII. NEW BUSINESS

None

IX. OLD BUSINESS

None

X. OPEN DISCUSSION – New Ideas, Comments, Questions

None

XI. ADJOURNMENT

**Lori Price Abrams moved to adjourn the meeting. Sue Schultz seconded.
Motion passed unanimously. Meeting adjourned at 8:51 p.m.**

NEXT MEETING:

June 9 • 7:00 p.m.

Zoom