

MONTCLAIR CENTER BID

GREAT AMERICAN MAIN STREET AWARD WINNER 2015

Montclair Center BID - Full Board Meeting
January 12, 2022 – 7:00 p.m. – 8:45 p.m.
Virtual Via Zoom Link

Board members in attendance: Celestina Ando, Jose Barreiro, Jeff Beck, David Cummings, Ashley Cyrus, Daniel Garcia-Pedrosa, Matt Horrigan, Kiahna Malloy, Jill Montague, Jaji Packard, Alescia Peyton, David Placek, Hipolito Pollantis, Lori Price Abrams, Robert Squires, Nat Testa, Kristen Zachares

Absent: Emer Featherstone, Roger Mazzeo, Elizabeth Rich, Caterina Russo

Staff: Jason Gleason, Pauline Heaney

Guests: Lisa Johnson, Sue Schultz, Matt Silverman

I. CALL TO ORDER & WELCOME

Lisa Johnson called the meeting to order at 7:05 p.m.

II. ADOPTION OF DECEMBER MINUTES

Jeff Beck moved to approve the December minutes.

Jaji Packard seconded. Motion passed unanimously.

III. PUBLIC COMMENTS

None

IV. NEW BUSINESS

a. Officer Elections – Sue Schultz

Sue Schultz presented the voting results for executive board positions from Survey Monkey.

Jaji Packard - president

Ashley Cyrus – vice president

Nat Testa - secretary

Celestina Ando - treasurer

Liz Rich – assistant secretary/treasurer

Sue Schultz moved to accept the slate as presented.

Jill Montague seconded. Motion passed unanimously.

b. 2022 Board Meeting Dates

On behalf of two board members, who have conflicting schedules, Jason Gleason requested to move the board meetings to the third Wednesday of the month. Discussion took place regarding this change, with ultimately no opposition.

Jaji Packard moved to reschedule meetings to the third Wednesday of the month. Sue Schultz seconded. Motion passed unanimously.

- c. Committee Descriptions, Sign-ups & Chairs
Jason Gleason asked board members to sign up on Basecamp for committees. The structure and descriptions of these have changed from last year to align with recommendations from the strategic plan. As part of the board commitment, board members are required to join and be active on at least one committee.
- d. Main Street Grant
Jason Gleason stated there will be no time extensions to the Main Street New Jersey grant. The deadline to apply for the \$75,000 is February 11 (before the next board meeting). Hence, he would encourage the board to pass a blind resolution and get committees to solidify the grant ask. He read the resolution as follows:

Whereas, the Montclair Center BID desires to apply for a grant from the New Jersey Department of Community Affairs for \$75,000 to carry out a project to make improvements to the district and the BID's ability to serve the district.

Be it therefore RESOLVED that the Montclair Center BID does hereby authorize the application for such grant; and, upon receipt of the grant agreement from the New Jersey Department of Community Affairs, does further authorize the execution of the grant agreement; and also, upon receipt of the fully executed agreement from the Department, does further authorize the expenditure of funds pursuant to the terms of said agreement between the Montclair Center BID and the New Jersey Department of Community Affairs.

Be it further RESOLVED that the persons whose names and signatures appear below are authorized to sign the application, the agreement, and any other documents in connection therewith.

He briefly covered some grant opportunity options, including:

- New banner system for light poles
- Banner program for website
- Artist installation for planters
- App for street team
- Wellmont programming

Discussion and other suggestions include sponsorships, façade grants, art mural program, fountain at Church Street circle, variable and digital wayfinding signage.

**Jaji Packard moved to pass the resolution as presented.
Alescia Peyton seconded. Motion passed unanimously**

V. EXECUTIVE DIRECTOR'S REPORT

- a. Clean, Safe and Green Report
Clean: The ambassadors collected a third of a ton of excess garbage and litter

last month, which is down considerably from previous months.

Safe: The Township passed a temporary mask mandate, which received both positive and negative input. The main complaint was that businesses were not given enough lead-time to procure supplies, masks, signage etc. They were grateful to the Town for supplying 250 flyers which the ambassadors were able to distribute to local businesses.

Green: There is a call to action to get together with Northeast Earth Coalition (NEEC) and the Montclair Garden Club regarding pollinator gardens.

b. New Business/Vacancy Report

Jason Gleason reported that openings and closures resulted in a net one vacancy for January 2022 so far. This is much better than January 2021, which saw four businesses close.

VI. EXECUTIVE COMMITTEE REPORT

a. Conflict of Interest Policy

Lisa Johnson asked the board to read, sign and return the conflict of interest policy, adding that one of the committees should look into updating this policy. Jason Gleason noted for full disclosure for those new to the board that Nat Testa is current engaged with the BID to provide support with Google Ads.

VII. TREASURERS REPORT

a. Year End Forecast

Jose Barriero stated final numbers for last year are being completed and will be reported at the next meeting. Meanwhile, he presented highlights of the 2021 financial year.

- In the first and second quarters there was an over expenditure, due to office expenses (new office), a new vehicle (Polaris), and beautification cost increases. He said this overage was addressed in July and adjusted going forward.
- The PPP loan was forgiven in February 2021. The loan was recorded as revenue and helped budget shortfalls. Capital reserves remain at \$93,450.
- \$105,000 of the remaining \$174, 875 MSNJ grant funds were spent in 2021. The balance will be spent down with a Studio Montclair partnership and Extra Duty Solutions services.
- Despite the budget shortfall the BID will end up with a small surplus for 2021.

VIII. COMMITTEE REPORTS

None

IX. OLD BUSINESS

a. 2022 Support Events Funding Allocation

Jason Gleason stated the BID has budgeted \$65K for event support. He has received three formal requests so far; Jazz Fest, Pride Festival, and AAPI Lunar

New Year at MAM. Last year the BID set a precedent providing financial help due to grant funding. This included a \$35K pure gift, \$25K in Extra Duty Solutions and a very sizable contribution through in-kind support with staffing, stages, and marketing.

This year we are working on a tiered sponsorship initiative, which includes price tags for stage, staffing, banners, and marketing etc. The tiers would be broken down based on expected attendance.

It is suggested for Jazz Fest we set a threshold at \$20K for a capital gift, in addition to some in-kind support. The same would be given to Pride Fest, with a lesser amount of in-kind donation. Lastly, AAPI's event, based on approximately 1,000 attendees, would receive \$2,500.

Jaji Packard moved to authorize funds for supporting events as presented. Matt Horrigan seconded. Motion passed unanimously.

Events in partnership with the Montclair African-American Heritage Foundation (MAAHF) for black history month and Juneteenth celebrations, acknowledging black-owned small businesses were also discussed.

b. Stormwater Resolution

Jason Gleason, members of the board, and the Montclair Environmental Commission (MEC) met with the planning board to draft a resolution urging the Township and other governing bodies to address issues of stormwater remediation. He said the resolution language should be tighter and slightly restructured.

c. 20th Anniversary

Tabled to our committees

X. OPEN DISCUSSION – New Ideas, Comments, Questions

Jaji Packard spoke of the accomplishments, thanked, and presented gifts to retiring board members Matt Silverman, Sue Schultz, and Lisa Johnson for their many years of dedicated service with the organization.

David Cummings addressed concerns for the unhoused population. He said daytime respite has been procured with Toni's Kitchen. The Salvation Army and St. Mark's will provide overnight respite. A small group of local non-profit agencies will convene to help with fundraising and providing support services.

XI. ADJOURNMENT

Matt Silverman moved to adjourn the meeting. Jill Montague seconded. Motion passed unanimously. Meeting adjourned at 9:13 p.m.

NEXT MEETING:

Feb. 16, 2022 • 7:00 p.m.