

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING MINUTES – FEBRUARY 16, 2024**

Present:

Tammie Crispino/Business owner
Anthony Durante/Resident
Paul LaCorte/Property owner
Kristen Mider (Chairwoman)/Resident
Kathleen Miller Prunty/Commissioner/Liaison
Kendall O'Brien/Resident
Steve Oliveira/Property owner
Doreen Sayegh/Property owner
Samantha Ulan/Resident

Absent:

Joe Colangelo/Business owner
Max Fusaro/Business owner

Caren Demyen/Director
Michelle Stavrou/Social Media Coordinator

Lavona Patterson/Administrator

Ms. Demyen called the meeting to order at 8:33AM. Announcement made that the meeting was posted as required by law.

APPROVAL OF MINUTES

Motion to approve January 2024 minutes by Ms. Mider. Ms. Ulan abstained. Minutes were approved.

TOWNSHIP COMMISSIONER REMARKS – Commissioner Kathleen Miller Prunty

- The Township Committee authorized an increase in the SID assessment. Ms. Prunty thanked the Board for its hard work and dedication in regards to the assessment rate, as well as the Board's other initiatives and projects.
- Ms. Prunty believes the Streetscape Study and SID assessment rate increase are very important to keep Downtown Cranford competitive and moving forward.

CHAIRWOMAN REMARKS – Kristen Mider

- Ms. Mider thanked Ms. Demyen, Ms. O'Brien, and Ms. Patterson for their work on the budget.

DIRECTOR'S REPORT – Caren Demyen

- Parking Study Update provided by Anthony Durante.
 - Met with the parking study consultant a few weeks ago and the group is currently reviewing the final document. The next step is to present the parking study to the Township Committee for a general overview and reallocation of parking funds.
 - Mr. Durante believes in order to implement the ideas from the parking study, a dedicated fund and the resources it provides will be needed.
 - Ms. Demyen said the Cranford Police is currently looking into replacement parking meters.
- Redevelopment Update provided by Mr. LaCorte.
 - Planning for a meeting in March. Would like to crystalize the group's recommendation and then present it to the Township Committee.

- Finance Update provided by Kendell O'Brien.
 - Need to show property owners the positive effects from the assessment increase as soon as possible.
 - Ms. Patterson said the funds will be available in April.
- Streetscape Study
 - Ms. Demyen presented the Streetscape Study as a capital budget request to the Township Committee. Ms. Demyen and Ms. Prunty have also started to meet with some property owners to get their feedback on the potential project.
 - Ms. Prunty said that the meetings have been helpful and have received a good response.
 - Ms. Mider suggested speaking to business owners near Montclair's plaza to learn about their experience.
- Office Updates
 - The first 2024 business and property owner meeting will be taking place next week.
 - The office continues to work with UCEDC.
 - Ms. Demyen listed some goals for 2024, including updating the business packet, business owners list, and job descriptions for office personnel.
 - Working with Topology on creating a leasing plan.
- Placer.ai
 - Following up with towns to learn about their experience with Placer.ai and will start a plan with them this year.
- Resolution will be presented to Township Committee for Complete Streets Assistance Grant.
 - Mr. Durante said the grant is about \$10,000 and encompasses the Riverwalk. The idea is to use the funding to improve connections in that area to downtown, as well as enhance its look and feel.
- Partnership with Union County Educational Services Commission continues to go well and new businesses have been added.
- Reviewed E-Commerce Support Grant and how many businesses have taken advantage of the program.
- Provided social media and website update.
- Update of available spaces and incoming businesses
- Maintenance
 - Ms. Demyen and Mr. LaCorte met with the new DPW Superintendent and discussed their concerns.
 - Mr. LaCorte said that the parking garage cannot continue being neglected.
 - Victorian lights project continues into 2024. Over 40 lights have been repaired and a number of outlet issues have also been fixed.
- Gift Card Update
 - Company is now offering a digital gift card option but there is an additional cost. Ms. Demyen believes it's worth looking into.
- Recap of recent events and preview of upcoming events

Motion to adjourn at 10:01 am. All in favor.

Respectively submitted,
Michelle Stavrou, Social Media Coordinator