

**CRANFORD DISTRICT MANAGEMENT CORPORATION
BOARD MEETING MINUTES – MARCH 15, 2024**

Present:

Joe Colangelo/Business owner
Anthony Durante/Resident
Max Fusaro/Business owner
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:

Tammie Crispino/Business owner

Caren Demyen/Director
Michelle Stavrou/Social Media Coordinator

Ms. Demyen called the meeting to order at 8:31 AM. Announcement made that the meeting was posted as required by law.

APPROVAL OF MINUTES

Motion to approve February 2024 minutes by Ms. Mider. Mr. Colangelo abstained. Minutes were approved.

TOWNSHIP MAYOR REMARKS – Mayor Brian Andrews

- Township Committee currently going through the budget process.
- In regards to downtown funding priorities, security cameras will be replaced in the parking garage and the Township is moving forward on the streetscape study.

TOWNSHIP COMMISSIONER REMARKS – Commissioner Kathleen Miller Prunty

- The budget will be introduced next week and adopted in April.
- Public Works has a new superintendent and assistant superintendent. There is work being done on a comprehensive maintenance plan.

CHAIRWOMAN REMARKS – Kristen Mider

- Fire & Ice was a terrific event. It also illustrated the issues that come with large events, including cleanup and crowd control.

DIRECTOR'S REPORT – Caren Demyen

- June meeting is rescheduled to June 14, due to closure of the Municipal Building on June 21 in honor of Juneteenth.
- DMC 2024 Budget
 - With the new budget, more funds will be invested in maintenance and repairs.
 - Motion to approve the DMC 2024 budget. Motion approved.
- Website
 - Reviewed draft of the new Downtown Cranford website
 - The new site will include an event calendar and updated resources for businesses.
 - Will send out website link for board members to review.

- Redevelopment update provided by Mr. LaCorte.
 - Will be setting up a meeting of the Redevelopment Committee for a final recommendation that can be presented to the Township Committee.
- Streetscape Study update provided by Ms. Prunty.
 - Township included money in the capital budget for Streetscape project. The bond is payment will be a 60/40 split between the Township and DMC.
 - The Township Engineer requested an extension of the grant to repair the steps by Track 5.
- Arterial update provided by Mr. Durante.
 - Need to get in touch with Department of Transportation so they're in the loop.
 - Have asked Arterial for total capital cost.
 - Mr. Durante recommends getting a contract with Arterial for the design as it would make them more responsive to questions.
 - Ms. Demyen will speak with the Township Administrator regarding a contract.
- Office Updates
 - Email will be sent to Downtown property owners about the SID increase.
 - Mailed out sponsorship packets.
 - Looking to do more utility box art.
- Placer.ai
 - Spoke to other Directors about their experience
 - Goal is to sign on with them later this year.
- Handed out information on NJMonthly.com advertising.
- Filming Update
 - Scoutsource, a company that creates portfolios of film friendly locations, reached out.
- E-commerce Support Update
 - New Frontier has been giving back to the community by working with local businesses.
- Business Development Series, a collaboration between Downtown Cranford and UCEDC, will offer classes for Business owners on topics including branding, social media, etc.
- Business Updates
 - New owners at Vanilla Bean Creamery
 - Potential video series about Cranford Theater. Series will encompass history of the Theater to present day. Ms. Ulan is working on the script and says that it will focus on how the Cranford Theater is the heart of Downtown Cranford. Ms. Ulan will be partnering with a filmmaker on the project.
- Maintenance
 - Working on a descriptive list of maintenance responsibilities
 - Looking to add more planters and asked for feedback on possible locations
 - Will be taking inventory of benches
 - Bricks by the gazebo will be reset and the area by the gazebo will also be cleaned
- Gift card update
 - E-card option coming
- Recap of events
- Mr. LaCorte said that he, Caren, and the DPW Superintendent met in the parking garage to see the problem areas in person.
 - Mr. LaCorte provided a maintenance schedule for the garage.
 - Ms. Prunty reminded Public Works and the Township Administrator that the parking garage and municipal lots are not the responsibility of the DMC.
 - She also asked Public Works and the Township Engineer to visit the parking garage and develop a plan for improvements and ongoing maintenance.

- Ms. Mider asked who the point person is for the garage and Ms. Prunty said that the Township Administrator is.

Motion to adjourn at 9:56 am. All in favor.

Respectively submitted,
Michelle Stavrou, Social Media Coordinator