



Minutes of February 17th, 2017 Board Meeting

Present

Board & Administration: Mayor Cavadas | Joe Leo | Melina Zito | Donna Steinmetz
Dr. Kingsley | Ruben Peraza | Director Fatimah Raymond | Natalie DaSilva

Visitors & Residents: Mr. Basil, Mark Levjac

President's Report

President Joe Leo called the meeting to order at 8:42am. January minutes were reviewed and approved with a motion by Melinda Zito, 2nd by Dr. Kingsley, all trustees approved.

- President Joe Leo will receive Board Member Mayra Molina's official resignation letter. Once the letter is received, the Board can appoint Mark Levjac.

Events

- a) Director Raymond created a "Lucky Green Campaign" for merchants during the St. Patrick's Day Parade. Natalie will be creating the coupons/promotional flyers for website and social media. Looking into revising the raffle idea from each location to a central location. Board agreed to four \$25 gift certificates.
- b) **Streetscape** | Informational Sessions at ConnectOne Bank is going well. The goal is to make merchants more aware of the upcoming construction. More meetings in the evenings will be set.

Marketing

- a) Director Raymond will be meeting with Carmine from FinCredit to receive the Total Transitions and more information on the program.

Economic Development Commission

- a) Commission will identify merchants that can and will come into the Center and help with certain ordinances.

New Business

- a) Director Raymond has reached out to DPW Superintendent Louie Ulrich on quarterly power washing windows and buildings in the Center.
- b) Dates have been set for upcoming Photos with the Easter Bunny, April 1st, 8th, & 15th, & Spring Extravaganza, April 15th.
- c) Ideas were mentioned on creating a "Smoke-free" Zone

Meeting was adjourned at 9:33am with a motion by Melinda Zito, 2nd by Donna Steinmetz, all trustees approved.