



## **Minutes of May 22<sup>nd</sup>, 2018 Board Meeting**

### **Present**

**Board & Administration:** Joe Leo | Mark Levajac | Donna Steinmetz | Melinda Zito | Dr. Kingsley Ruben Peraza | Stew Kupperman | Pat Scanlon | Tammie Kopin | Suzette Cavadas | Fatimah Raymond Natalie DaSilva

**Visitors & Residents:** Nick Basil

### **President's Report**

President Joe Leo called the meeting to order at 8:40AM. April minutes were reviewed and approved by Dr. Kingsley, 2<sup>nd</sup> by Ruben Peraza. Financials to be submitted for audit was reviewed and approved by Donna Steinmetz, 2<sup>nd</sup> by Melinda Zito, all trustees approved.

### **Director's Report**

#### **Events**

- a) **The Sounds at the Union Farmers' Market** | A bi-weekly musical element added to the Union Farmer's Market. The Sounds, from June 21<sup>st</sup> to Oct. 25<sup>th</sup> from 4pm to 8pm, will bring various genres like Rock, Blues, Latin jazz, soul most dates are already booked. Sid will also feature a different SID merchants every week. 8 out of the 10 slots have been filled
- b) **Groundbreaking of Stuyvesant Ave Phase II** | Was held on the morning of May 14<sup>th</sup>. Director Raymond has met will all merchants on that side of Stuyvesant to guarantee that there is no confusion. Project started last week with company checking gas lines, visible construction will begin later in the week.
- c) **Gusta Rosso Pop-Up** | Event was held at Gusta Rosso for Township Employees to help create a lunch menu that they would support. Owner, Vinny, stated that the business name would change soon.
- d) **Magic Fountain Pop-Up** | Owner, Ruben, is introducing 3 new homemade flavors to his customers and Union VIP Card holders. Details have not been finalized.
- e) **Union's United Taekwondo Academy Pop-Up** | Director Raymond is in discussion with the Academy on hosted a Pop-Up event to attract new customers.
- f) **Tasting Pop-Up** | No details have been finalized. Tasting event for Union VIP Card Holders at our Welcome Station in the Center.

#### **Union VIP Card**

- a) Natalie produced a tv segment featuring Director Raymond & Committeeman Figueiredo as they mentioned the benefits of having a Union VIP Card and list new participating merchants. Segment will run on a month on channel 34 and was posting on the Township & SID Facebook Page.
- b) Director Raymond & Natalie will attend Township event such as Movies in the Page and the Union Farmer's Market to sign residents/visitors up for the VIP Card to guarantee that they are registered and to help increase the numbers.

#### **Beautification**

- c) Planters are going up this week. Due to construction on Stuyvesant Ave, Phase I side might receive double the planters.



### **Old Business**

- a) **Township Inflatable Race & Food Truck Festival** | Due to weather, event was postponed to September 15<sup>th</sup> at Rabkin Park. Union Center SID is a Gold Sponsor.

### **Public Comment**

Parking at Columbus Park & Town Hall Front Lot was brought up.

Meeting was adjourned at 9:47am.