



Minutes of May 16th, 2017 Board Meeting

Present

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

Visitors & Residents: Nick Basil

President's Report

President Joe Leo called the meeting to order at 8:36am. April minutes were reviewed and approved with a motion by Melinda Zito, 2nd by Mayor Cavadas, all trustees approved.

Director's Report

Financial

- a) Director Raymond presented financial report plus bank summary which was reviewed and approved with a motion by Melinda Zito, 2nd by Stew Kupperman, Donna Steinmetz abstained.

Safe & Clean

- b) Director Raymond stated that the planters are coming along nicely and should be up by next week.
- c) Cleanliness and signage of storefronts was mentioned. Director Raymond spoke to Dollar Store manager about power washing the windows and property owner, Gary is on board and will assist so merchants keep the storefronts clean.
- d) Township received a letter from merchants about the removal of the LED lights. Around 60 businesses town wide use LED lights. Director Raymond handed out LED light ordinance to board members.

Events

- a) **Call For Talent** | Director Raymond received 10 responses, 2 recommendations
- b) **Jazz Thursdays at Union Farmers Market** | To keep foot traffic in the Center, from June 22nd to Sept 28th during the Farmers Market a different jazz band will be featured. A culinary passport will link the jazz to the merchants by listing eateries and band schedule which will allow people to travel through the Center to dine and enjoy some great jazz. Each merchant will stamp (with different colors) the passport.

Marketing

- a) **Tap Into Union** | A constant Union VIP Card linking to the website will always be on the site.
- b) **Property Tax Card** | Two new businesses, Brooklyn Pizza & Garden City Rest., are in process of joining the program. There are currently, 21 businesses in the program. Board member, Ruben from Magic Fountain stated that he noticed an increase of people coming in with the VIP card. At the Lantern Run 5K & Food Truck Festival, around 49 people were signed up into the program.



Chamber of Commerce

- a) **Up - Coming Events** | Jim Masterson talked about the Annual Chamber of Commerce Gala that was sold out. His upcoming events are “The Power of Video” on May 24th, the “Legislative Breakfast” on June 30th and an “Ice Cream Social” at Magic Fountain on July 28th.

New Business

- a) **JGSC Group** | Joe from JGSC Group presented what the program and community in-site tool kit would do for the Center.

Public Comment

Mr. Basil brought up suggestions on the VIP Card to get more businesses if the SID gives merchants the machine free for a year.

Meeting was adjourned at 10:14am.