



Minutes of June 21st, 2017 Board Meeting

Present

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

Visitors & Residents: Nick Basil, Jason K., Cara West

President's Report

President Joe Leo called the meeting to order at 8:41AM. May minutes were reviewed and approved with a motion by Dr. Kingsley, 2nd by Melinda Zito, all trustees approved.

Director's Report

Financial

- a) Director Raymond stated that there was no official report due to having no changes from the last report. A financial summary was passed around to Board Members. The summary was reviewed and approved with a motion by Melinda Zito, 2nd by Stew Kupperman. Mark Levajac abstained.

Safe & Clean

- b) Director Raymond stated that the planters are up except in the construction area. Flowers are blooming nicely especially due to the current rainy weather.
- c) New LED ordinance is still under review.

Events

- a) **Jazz Thursdays at Union Farmers Market** | To keep foot traffic in the Center, from June 22nd to Sept 28th during the Farmers Market the SID is adding a jazz component to the market which will allow residents and visitors to stop by the SID table for their VIP Card and allows SID to connect patrons with merchants with the Culinary Passport.

Marketing

- a) **Tap Into Union** | A constant Union VIP Card linking to the website will always be on the site and grand opening press releases and articles.
- b) **Property Tax Card** | Garden City Restaurant is currently online. There are currently 88 renters and 655 property owners signed up in the program. The top two highest merchant transactions are Cioffi's and Blue Ribbon Bakery.

Old Businesses

- a) **The Streetscape Project** is moving along nicely. Rendering are hanging at the Old Verizon building on the corner of Morris and Stuyvesant Ave. Streetscape section 1 of 5 should be done early Sept/October.



New Business

- a) **Newsletter** | Natalie brought up the SID launching a new quarterly/bi-monthly newsletter where they can focus on the VIP Program, new merchants, updates on Streetscape and more. Natalie already has Photoshop, just needs Adobe Illustrator or InDesign. Motion from board on allowing Natalie to create newsletter was made by Melinda Zito, 2nd by Dr. Kingsley.
- b) **Program Funding Opportunities** | Director Raymond is currently going after different grants for example Wells Fargo.
- c) **Up-Coming Events** | Director Raymond stated on bringing an outdoor food festival to the Center and will be in contact with PSE&G on getting the holiday lights situated.
- d) **JGSC Group** | Joe has spoken to merchants, property owners and is still obtaining input.

Public Comment

Mr. Basil brought up suggestions on allowing Senior Citizen parking for free on Stowe St and on having the Police Dept. having a walking patrol in the Center. Tammie Kopin stated that she has already spoken to Director Zieser on having Police Officers drive thru the Center and stop in to check in on merchants.

Meeting was adjourned at 9:51AM.