



Minutes of July 18th, 2017 Board Meeting

Present

Board & Administration: Joe Leo | Ruben Peraza | Donna Steinmetz | Dr. Kingsley | Melinda Zito
Tammie Kopin | Jim Masterson | Director Fatimah Raymond | Natalie DaSilva

Visitors & Residents: Nick Basil, Christine Corpion

President's Report

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

Director's Report

Financial

- a) Director Raymond stated that a monthly report will be emailed after this meeting.

Ordinances

- b) Director Raymond stated the LED lights ordinance is still in review. Once it is finalized it will be presented to the Board.
- c) Township is sending out letters to nail salons enforcing the 1,000ft between salons and is making sure that all property owners keep this ordinance in mind when bringing in new merchants.

Events

- a) **Jazz Thursdays at Union Farmers Market** | Signing up residents and visitors for the VIP card at the event. Merchants like Norma's Flowers and Atlantic Beach Soap Co. have set up tables at the Farmers Market.
- b) **Autumn Festival** | Director Raymond is moving forward with activities, demos, cook-off competition and bringing the merchants out from their stores to Stuyvesant Ave. Tentative date is for Oct. 7th.

Marketing

- a) **Property Tax Card** | Since last meeting, signups for the card have gone up. We have had one business sign up, over 50 owners and 20 renters sign up for the card. Over 12,500 in total sales.

Old Business

- a) **The Streetscape Project** is coming along nicely. Natalie is updating residents and visitors on Facebook, Instagram and the website.
- b) **Newsletter** | Natalie mentioned that the Township and SID are combining costs for a newsletter program called joomag.
- a) **JGSC Group** | Is expected to wrap up interviews this week.

BOARD MEMBER DONNA LEFT PHONE CONFERENCE.



New Business

- a) **National Night Out** | Annual the SID sponsors the bouncy house at the Annual national Night Out Against Crime at Police Headquarters. Director Raymond will have a SID table at the event promoting SID events and the Union VIP Card. Sponsorship is \$650.
- b) **Hispanic Heritage Celebration** | Township is hosting their 2nd Annual Celebration in the parking lot in front of Town Hall. \$500 sponsorship will go towards entertainment.
- c) **Union Leader** | Director Raymond mentioned that the Union Leader would like to dedicate the front page for October, November and December to the SID for \$4,000. Union Leader reaches 12,000 households. Director will look into the Suburban to compare costs.

Public Comment

Christine mentioned the gum on the sidewalk and the length of the light when crossing the Morris/Stuyvesant intersection. Tammie Kopin will speak to Arterial about the crosswalk and to DOT on the timing of lights. It was mentioned that quarterly power washing of the sidewalks can help. Board member Ruben stated that it would be helpful to have a countdown at the intersections. Mr. Basil stated we should add “no left turn” sign and police enforcement in the Center. He also mentioned that we or Fincredit should reeducate the merchants on the VIP Card.

Meeting was adjourned at 9:51AM.