



Minutes of September 20th, 2016 Board Meeting

Present

Board: Joe Leo Dr. Kingsley Donna Steimetz Janice de Avila Natalie DaSilva

Residents: Mr. Basil, Mark Levajac, *Mark Levajac & Associates* & Ruben P, *Owner of Magic Fountain*

President's Report

President Joe Leo called the meeting to order at 8:45am. No minutes were approved due to lack of quorum.

Treasurer's Report

Up to date financials were provided but not approved due to lack of quorum.

Director's Report

Events

- a) **Welcome Fall Festival** is this coming Saturday! As of today there are, 35 Union Center/Union organizations, 60 crafters, 5 demonstrations, and a craft beer garden, an ice cream eating contest, bouncy houses, carnival games and rides.

Marketing

- a) The **Property Tax Rewards Program** has a total of 21 businesses signed up! Janice has recently spoken at the Holy Spirit Civic Association, Fairway Drive Civic Association and is planning to speak at PTA meetings in October.
 - a. Possible ads that will be placed are with: Suburban, TapintoUnion & NJ.com
 - b. Janice will confirm when the credit will appear.
 - c. Natalie will look into creating a Property Tax Rewards Program Facebook Page.

New Business

- a) Janice will conduct a **Market Research** where they will ask people what they want in the Center. Will ask people on the street, focus groups and property owners.
- b) **Holiday Dates** were set for Pictures with Santa for December 3rd, 10th & 17th for 3 hours each day.

The meeting was adjourned at 9:16am.