



## **Minutes of October 16<sup>th</sup> 2018 Board Meeting**

### **Present**

**Board & Administration:** Joe Leo | Donna Steinmetz | Dr. Kingsley | Ruben Peraza | Melinda Zito  
Tammie Baldwin | Mayor Suzette Cavadas | Fatimah Raymond | Natalie DaSilva

**Visitors & Residents:** Nick Basil

### **President's Report**

President Joe Leo called the meeting to order at 8:45AM. July minutes were reviewed. Natalie will correct a typo on the minutes. Minutes were approved by Melinda Zito, 2<sup>nd</sup> by Dr. Kingsley. Financials will be emailed at a later date.

### **Director's Report**

#### **Events**

- a) **Welcome Fall Festival & Classic Car Show** | President Joe Leo stated that the event seemed to be very successful. Board Member Donna stated that the feedback that she received was that “it was too noisy” due to the Terminal Mills construction and that there was not enough publicity. Stated that certain business owners did not know that the event was going on until the day off. Board Member Ruben noticed that it was a bit empty on this side of Stuyvesant. Natalie will work on having more signage at the event next year and a schedule of event poster so residents know what is going on and at what time.
- b) **Safe & Spooktacular Halloween** | On Halloween night from 5pm to 8pm, Director Raymond will be at the Welcome Station offering a safe place for children and their families. There will be free face painting, goodie bags, sand art and pumpkin decorating for children of all ages. President Joe Leo commented that there is normally a big crowd of children that treat or treat in the Center and cautioned Fatimah.
- c) **Shop Local & Eat Local** | Will be held on Saturday, November 24<sup>th</sup>. Director Raymond is ordering the shop local totes, mats and balloons. Campaign will begin on Channel 34 and on social media once Natalie gets back from her vacation.
- d) **Winter Wonderland & Holiday Tree Lighting** | Event will take place from Friday, November 30<sup>th</sup> to Saturday, December 1<sup>st</sup>. SID will host the Annual Photos with Santa on December 1<sup>st</sup>, 8<sup>th</sup> and the 15<sup>th</sup> and the Horse and Buggy rides on Nov. 30<sup>th</sup>, Dec. 1<sup>st</sup>, 8<sup>th</sup> and 15<sup>th</sup>. Fatimah stated she would like to get a hot pretzel stand, cotton candy and popcorn as well. Ruben offered to bring hot cocoa on Friday, November 30<sup>th</sup>.
- e) **Marketing** | The Property Tax program currently has 923 homeowners and 158 renters. Fatimah believes that the current method in place is working. Ruben mentioned that FinCredit Company stated he would be receiving a new machine. Natalie mentioned that Blue Ribbon Bakery owner indicated that they received a new machine a week prior to this meeting.



### **Old Business**

- a) **Planters** | Township supported the Center and picked up this bill. The Township believe that this planters would add another level of life to the Center. Set for a delivery on October 30<sup>th</sup>.
- b) **Streetscape II** | Waiting for garbage containers, bike racks and benches.
- c) **Holiday Lights** | Lights are due to go up on November 4<sup>th</sup> and banners will come down. Director Raymond ordered an additional 16 garlands since we have more lights poles. The center garland on Stuyvesant Ave. will now say “Season Greetings”.

### **New Business**

- a) **DAVA Latin Fusion** | Grand Opening was a success. The community came out and supported the business.
- b) **Kean University Administration Students** | Meeting was held with Mayor Cavadas, Business Administrator Ron Manzella, Director Raymond and Kean University Professor Jeong and his students. Working on a better relationship with the Town. Students held surveys interviewing Union residents and visitors and are looking to do a presentation to report on their findings/statistics.

### **Public Comment**

Mr. Basil brought up the Welcome Fall Festival & Classic Car show and how the face painting was a huge success. It was also mentioned that there is a lot of litter in the Center on Sundays. Mr. Basil suggested ticketing people if they litter. A Clean Campaign Partnership with DPW was mentioned where they would clean the Center late Saturday/ Sunday.

Meeting was adjourned at 10:15am.