



Minutes of October 17th, 2017 Board Meeting

Present

Board & Administration: Melinda Zito | Ruben Peraza | Tammie Kopin | Joe Leo | | Mark Levajac | Suzette Cavadas | Jim Masterson | Fatimah Raymond | Natalie DaSilva

Visitors & Residents: Nick Basil

President's Report

President Joe Leo called the meeting to order at 8:46AM. September minutes were reviewed and approved with a motion by Melinda Zito, 2nd by Ruben Peraza, all trustees approved.

Director's Report

Financial

- a) Director Raymond is still reconciling the books and asked to table financials till our November meeting. Director gave the Board revised financials from previous meeting. Financial approval for audit was tabled till Nov. meeting.

Events

- a) **Autumn Festival** | The festival was truly a family fun day with a total of 49 registered vendors (20 were Center merchants.). \$1,600 was collected in vendor fees. Our Culinary Passport winner, Heather, received her gift cards and our burger and ice cream eating contest was a success. A suggestion was given to not provide tables for every merchant, only SID merchants and non-profits.
- b) Ideas were given to create a "Cultural Festival" near Restaurant Week.
- c) **Photos with Santa** | 1st date was changed from 12 to 3pm to 12 to 4pm. Flyer was already created for event. Natalie DaSilva was work on creating a Facebook Event Page.
- d) **Winter Festival** | Date has been changed to Dec 2nd. SID will work alongside with the Holiday Tree Lighting Committee.

Marketing

- a) **Property Tax Card | Brooklyn Pizza, NYC Papaya, Van Gogh's Ear Café and Atlantic Beach Soap Company** currently are doing their paperwork for the program.

Old Business

- a) **The Streetscape Project** is 85% complete. Paving will be done overnight to stop interfere with traffic or business hours. Concerns about the benches were brought up. Ruben mentioned having a problem at his business.
- b) **JGSC** is working on a tagline and better photos for our marketing piece.

New Business

- a) Director Raymond will be meeting with Regina, from Investor's, on signage and CRA money.



Chamber

- a) Jim Masterson mentioned the Chamber upcoming meetings/events.
 - Wed, October 25th at Elizabeth Town Gas from 5 to 7pm **Topic:** Online Review Sites
 - Wed, November 29th at BCB Bank from 5 to 7pm **Topic:** 5K Donation to Family

Public Comment

Mr. Basil commented that our Autumn Festival was terrific, the Center looks nice with the lights and that the stores look alive. Ruben mentioned that he was helping raise donations for Puerto Rico. Mr. Basil mentioned parking, having a walking patrol and more promotion on the VIP Card.

Meeting was adjourned at 9:40am with a motion by Melinda Zito, 2nd by Mark Levajac, all trustees approved.