



Union Center Special Improvement District

Minutes of November 22nd, 2016 Board Meeting

Present

Board: Joe Leo Melinda Zito Stew Kupperman Donna Steinmetz Dr. Kingsley Janice de Avila

Visitors: Ron Manzella, *Administration*, Ruben P, *Owner of Magic Fountain*, Mark Levajac, *Levajac & Associates*

President's Report

President Joe Leo called the meeting to order at 8:41am. October Minutes were reviewed and approved by a motion from Melinda Zito, second by Dr. Kingsley, all approved.

Financial Report

Natalie DaSilva will email the financials to the Board for review and approval.

Events

- a) **Pictures with Santa** dates: Dec 3rd, Dec 10th, Dec 17th. Janice will reach out to Ron GeMeo Jr. to see if he can take pictures Dec 17th. Donna Steinmetz daughter will work the first two weeks.
- b) **Winter Fest** Flyer will be sent out to 3 Forums, discussed activities at festival- horse & buggy rides, balloon making, face painting, characters, food, etc. Board is pleased with the amount of merchants participating this year (18). Event has been and will be advertized on facebook page. Director has received approximate quotes from NJ.com & Tap Into. Board has approved the section in the Suburban News. They have instructed the Director to request for additional feedback about NJ.com, La Voz, & Tap Into. Janice will email Board when answers are attained.
- c) **Shop Small Business Postings on Facebook (Sat. Nov. 26th)** We will keep promoting until Friday the 25th

Marketing

- a) The **Property Tax Rewards Program** has a total of 21 businesses signed up! Monthly Report: Oct Number of Transactions: 322, Sales: \$15,000 Tax Credits: \$846. Nov Number of Transactions: 388 Sales: \$11,000 Tax Credits: \$427. Board would like a list explaining locations of transactions -Janice will email

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Carmine and email list to Board. Visitor Mr. Levajac suggested contacting H & R Block and Liberty Tax to help promote program. Janice and team will contact them.

- a. **Weekly blurbs on Facebook** each week, one or two participating merchants are advertised on SID Facebook page

Old Business

- a) Letter was sent out to Professor Donoghue at Montclair State University- recruiting letter was sent out to students for **Market Research**. Janice will update Board on progress shortly.
- b) Board was very pleased with transition from Fall Decorations to **Holiday Decorations** November 11th. Janice will reach out to John Verona to straighten Toy Soldier by Cannon and Banner in front of Blue Ribbon.

New Business

- a) Janice informed Board of **Approval of BCB Bank Sign** on the corner of Morris Ave & Stuyvesant.
- b) All Board Members Received a copy of **SID Support Letter to Township of Union's Transportation Alternatives Grant**.
- c) **Guest Speaker: Ron Manzella (Administration)** Spoke about two things that have been approved by the Planning Board. Two parcels for redevelopment (Stuyvesant Ave & Bonnel Ct)
 - a. Terminal Mills & Bank on Bonnel Ct; Developer is in Contract- 305 Linear ft on Stuyvesant Ave at retail building; 125 to 150 Residential Units between Bonnel & Stuyvesant linear area; mix of Residential and Retail on Stuyvesant Ave. Seabras is going to be 30 apartments on top & 5 stores on bottom. However, Bonnel Ct will only be residential while Stuyvesant will be a mix. They will first tear down the Bank and then once completed then begin with Terminal Mills.
 - i. Parking: some shared and parking underneath building on Bonnel.
- d) **Arial Group:** Street Planning Group (Morris to Vauxhall on Stuyvesant Ave). Streetscape Project- Sidewalks will be renovated. Take out Bump Outs- decorative benches, replanting of trees, stamped concrete.
 - a. **Ballards**
 - b. Create a shopping mall feel from Morris to Axton Rd (similar to a Restaurant Row)
 - c. Will Begin **Spring 2017**
- e) **Sign and Façade Meeting between Director and Building Department** will occur next week. They will work on the ordinances in the month of December 2016.

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- f) Board approved **Information Inquiry Survey for New Businesses** entering Union Center.

Meeting Concluded at 10am.

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