



## **Minutes of January 22<sup>nd</sup> Board Meeting**

### **Present**

**Board & Administration:** Joe Leo | Ruben Peraza | Mark Levjac | Pat Scanlon | Mayor Delisfort  
Fatimah Raymond | Natalie DaSilva

**Visitors & Residents:** Nick Basil, resident | Antonio Dei Medici, ConnectOne Bank

### **President's Report**

President Joe Leo called the meeting to order at 9:00am. November minutes were reviewed however due to lack of quorum minutes were not approved. Financials will be provided at the February meeting.

### **Director's Report**

#### **Events**

- a) **Winter Wonderland Weekend** | Event was a success and very well attended. Many visitors from Westfield and residents that have moved away come back. We hosted face painting, horse pulled wagon ride, holiday arts and crafts, photos with Santa and more. The rides were suspended early during the first day due to lack of support from the police department. This was addresses and the horse pulled wagon rides continued as promoted. Our last scheduled holiday event was moved to El Chingon Tex-Mex Restaurant due to a car accident at the Welcome Station.
- b) **St. Patrick's Day Parade** | Director Raymond stated that there will be no Kidz Zone this year on Stuyvesant Ave due to the extreme cold weather we have had these past few years. Kidz Zone is not well attended and the funds can be better spent elsewhere. VP Ruben Peraza stated that the Board Members should march in the parade.
- c) **Spring Eggstravaganza** | Event will take place on Saturday, April 13<sup>th</sup> starting at 12pm. Location is still unknown as we are waiting for 1000A Stuyvesant Ave to be fixed. Easter items, chocolates and giveaways will be ordered within the next few weeks. Photos with the Easter Bunny will take place at Here's The Story Bookstore on Saturdays, April 13<sup>th</sup> & 20<sup>th</sup>.
- d) **Upcoming Book Signings**
  - a. Conversations with Sharlee Jeter on March 10<sup>th</sup> from 1pm to 4pm at DAVA Latin Fusion
  - b. Book Signing with Anthony F. at Here's The Story Bookstore (around Father's Day)

#### **Marketing**

- a) We have surpassed our goal for the 1,000 Union VIP holder. The vendor is updating the merchants machines. Ruben stated that he needs to receive the newer machine before he opens Magic Fountain in the spring.

#### **Beautification**

- a) **Streetscape II** | Pavers by KungFu Tea on Axton Ave are loose and not level and garbage cans are still needed for the Magic Fountain corner.
- b) **Holiday Lights** | Lights are down, were removed this past weekend.
- c) **Signage** | Signs to come in soon.



## **New Business**

- a) New Businesses Coming Soon**
  - a.** New African Restaurant
  - b.** Boost Mobile
  - c.** The Crow and the Coconut Yoga Studio
  - d.** Martial Art Studio

## **Public Comment**

Mr. Basil brought up the parking issue where certain merchants and employees take what should be customer's spots on Stuyvesant Ave which is hurting the Center and that we should be enforcing the parking.

Mayor Delisfort asked Mr. Basil if he would like to join the Citizens Parking Committee.

VP Ruben stated that there should be no enforcement until signage is up.

Meeting was adjourned at 9:55am.