

Springfield Community Partnership

Business Improvement District

Board Meeting Minutes

May 20, 2014

Present: D. Barnett, K. Gruskin, P. Kaiser, L. Kaswiner, M. Scalera, S. Seidel, K. Vitale, D. Zuber

Also Present: M. Brandowski, A. Cancro, B. Lippman

M. Scalera called the meeting to order at 8:37am.

A motion was made to approve the minutes of April 15, 2014. The motion was seconded and approved unanimously.

Treasurer's Report

P. Kaiser reported that we had a balance of \$175,124.88. P. Kaiser reviewed the financial reports in the packet. It was reported that we should receive an assessment payment at the beginning of June from the Town. A motion was made to approve the Treasurer's Report. The motion was seconded and approved unanimously.

Township Report

A. Cancro reported on three items. He discussed the TAP Grant that the Town is applying for and asked the BID to sign a letter supporting this application.

A. Cancro reported that the Township budget was passed culminating in a \$32.48 per home increase. There will be capital improvements to the Chishom Building Youth Center taking place this year. He reported that the Planning Board will discuss the 3 properties being added to the redevelopment area on June 5 at 7:00pm. A. Cancro reported that they are waiting for Mr. Gomes to respond the Redevelopment Plan. B. Lippman asked A. Cancro when do they expect the Plan to go to the Planning Board for review. He will check on the scheduled date.

D. Barnett reported that he met with Senator Kean and discussed the redevelopment project, the grant application and the Together North Jersey Grant report. He will forward Senator Kean the report when we receive it.

A. Cancro and D. Barnett will contact Congressman Lance to discuss these issues and get him on Board with his support.

Chair Report

M. Scalera reported that he has been going around to new businesses to introduce himself and the BID. He has received a positive response from people.

Executive Director Report

B. Lippman reported that she took A. Elias, Landscape Architect hired by the Town for the TAP Grant, around the areas to be included in the Streetscape Design. He will send a proposal this week. B. Lippman reported that two of the people she sent an RFP to were too busy to respond at this time. One group never responded at all.

B. Lippman reported that we need a specialist to locate the signage. The Board asked B. Lippman to get 3 proposals for costs.

B. Lippman reported that the updated Web Site is launched. She has been updating info on the site. K. Schwartz is putting info on the APP.

Committees

Marketing:

D. Zuber reported that the committee met and set dates for the Music Festival:

Thursdays, July 10, 24 and Aug. 7

Rain dates are: July 17, July 31 and August 14.

The locations that need to be confirmed are: General Green Shopping Ctr or Church Mall, Gary Hechts office location, 204 Mountain Ave and Echo Plaza. We need to get permission from all involved. We will hang banners across Mountain and Morris Aves. There will be a variety of music to appeal to a wider audience.

Mytown Marketing

-Facebook page is very active with 1375 fans

-Weekly contests are garnering 4-6500 views

-Averaging over 9000 people reached per week overall

-75% of our fans are women

-85% of our fans are between 25-55

We're now sending out a monthly email to businesses asking them for promotions they would like to offer via The Springfield App and Facebook. 6 Deals were sent back to us from the first email and updated onto the Springfield App and will run on Facebook.

The video program is working nicely with great feedback from participating places. We'll be scheduling more video days in late May to finish up with Dr. Zuber and Trinitas...trying to get everyone to video on the same day has been challenging.

We'll be starting to reach out to restaurants for Savor Springfield once we have the "Outside Jazz" dates firmed up so we can coordinate with them possibly.

Old/New Business

S. Seidel asked the Board if they will contribute \$500 to the July 4 celebrations. A motion was made to contribute \$500; the motion was seconded and approved unanimously.

There being no further business the meeting was adjourned at 9:14am.

Respectfully submitted by:

Beth Lippman, May 22, 2014

The next meeting will be held on June 17, 2014, 8:30am, Investors Bank, 193 Morris Ave.