

Springfield Community Partnership

Business Improvement District

Board Meeting Minutes

June 17, 2014

Present: R. Abraham, D. Barnett, P. Kaiser, L. Kaswiner, M. Scalera, S. Seidel, D. Zuber

Also Present: A. Cancro, B. Lippman

M. Scalera called the meeting to order at 8:40am.

A motion was made to approve the minutes of May 20, 2014. The motion was seconded and approved unanimously.

Treasurer's Report

P. Kaiser reported that we had a balance of \$165,078.64. P. Kaiser reviewed the financial reports in the packet. It was reported that we just received an assessment payment of \$139,400.00 that does not show on the reports. A motion was made to approve the Treasurer's Report. The motion was seconded and approved unanimously.

Township Report

A. Cancro reported that M. Jessup of McManamin, Scotland & Baumann has been having a problem speaking with J. Gomes. There is a miscommunication between him and his attorney. M. Jessup is going to give him an ultimatum. D. Rica is moving along with his project. He will make a presentation to the Township Committee at the next meeting. A. Cancro reported that he is submitting the grant for the streetscape project this week. He is asking for 1 million dollars. The Town and the BID are each matching this grant with \$100,000. He is reaching out to our political representatives for support for this grant request.

Chair Report

M. Scalera reported that he has been going around to new businesses.

Executive Director Report

B. Lippman reported that she received only one proposal for the streetscape design. The proposal is from Keller & Kirkpatrick for \$12,300.00. The Board unanimously approved hiring them. B. Lippman reported that she and M. Scalera are meeting with them and A. Cancro after this meeting to go over the scope of work and what is for the BID and the Township.

B. Lippman reported that she has contacted sign companies to handle locating the signage we designed. They don't want to take on the project without design. M. Scalera noted that Gruskin Group has given us a proposal and they are members of the BID. Board members felt that we should get another quote, or make one more attempt to do that so that we show we have done our due diligence. B. Lippman will make another attempt to get other quotes.

Committees

Marketing:

Music Concerts:

Dates are set, but we are waiting to confirm locations. The group agreed to use Center Street as one of the locations. B. Lippman is trying to get a hold of the Larken Group to confirm Echo Plaza as another location. Gary Hecht's office on Mountain Ave is the third. B.

Lippman asked to hold a marketing meeting to firm up the plans for the Music Festival. She will email the group for dates.

Mytown Marketing

Next event will be Savor Springfield. Went around to all the eateries and getting good participation for this event (July 22, 23 & 24)

Kurt attended a meeting for "Loyalty Rewards" for the Springfield App and will schedule a day or two in late June to go around and sign a few "test businesses" up for it.

He will also set-up some fun marketing posts on Facebook to drive people to the app.

He just shot video for Dr. Zuber, Mike Scalara and Trinitas. Club Energy 22 will be shot later.

Facebook is very "hot" with every contest reaching 5-9,000 people and weekly posts reaching over 6,000.

To Do:

He needs location for Music Festival so he can begin promoting it.

He needs a date/location for the next "Networking Event"

Old/New Business

R. Abraham reminded the group that the Festival will be held on Oct. 18, 11:00am – 6:00pm.

A. Cancro reported that the Farmers Market has started and is being held at the parking lot next to Church Mall. He has 5 vendors. Two of those vendors did not show up today.

He is holding a Town-wide garage sale on June 21 and another one in the fall.

There being no further business the meeting was adjourned at 9:25am.

Respectfully submitted by:

Beth Lippman, June 25, 2014

**The next meeting will be held on July 15, 2014, 8:30am, Investors Bank,
193 Morris Ave.**