

Springfield Community Partnership

Business Improvement District

Board Meeting Minutes

September 16, 2014

Present: R. Abraham, D. Barnett, K. Gruskin, L. Kaswiner, M. Kevoe, M. Scalera, S. Seidel, K. Vitale, D. Zuber

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

M. Scalera called the meeting to order at 8:41am.

A motion was made to approve the minutes of August 19, 2014. The motion was seconded and approved unanimously.

Treasurer's Report

B. Lippman reported that we had a balance of \$273,731.45 in the checking account. B. Lippman reviewed the financial reports in the packet. A motion was made to approve the Treasurer's Report. The motion was seconded and approved unanimously.

Township Report

A. Cancro reported that Mr. Gomes has stopped negotiating with the Town regarding the Redevelopment project. The Township Committee will discuss their options in a closed meeting at the Sept. 23rd meeting. Don Rica will be providing architectural drawings of his project that do not include the Sara Bailey building.

A. Cancro reported that \$4,000 from the BID was spent to improve the gateways into Town. A private contractor planted the areas. Bus Stops on Shunpike and Mountain Aves, and Mountain and Morris Ave will be renovated. They are waiting for approval of an application from the County to install a new platform and bus stop.

A. Cancro reported that the Township appointed a part time communications manager. She will help with Facebook, newsletter and anything needed to get information out to residents. She will start on October 6.

Chair Report

M. Scalera reported the final report from Together North Jersey was sent out to the Committee for final review.

Executive Director Report

Board Nominations: B. Lippman reported it is time to mail out the nomination forms for Board members to the BID members. B. Lippman will provide the list of Board members who term is expiring at the end of this year. She asked if anyone does not want to continue to serve on the Board to let her know.

Streetscape Update: B. Lippman, M. Scalera and K. Gruskin met with the landscape architect to review preliminary concept plans. Revised plans should be ready to review in a few weeks.

Business Directory: B. Lippman asked Board members to review the business directory for corrections. B. Lippman will make corrections and send it to M. Scalera for review. B. Lippman is hoping to go to print at the beginning of November.

Way finding Signs: B. Lippman will contact companies and get proposals for way finding signage and design so we have a few proposals to compare to Gruskin Group proposal.

Committees

Marketing:

Mytown Marketing

We have broken 1500 fans on facebook and the page remains very active.

Weekly contests are booming and reaching upwards of 7,000 people at times.

Fall For All is scheduled for October 21,22,23

We started reaching out to businesses for this last week. For this one we will have a flyer insert in the Patriot (*also developing a smaller half flyer for stores and restaurants to hand easier to customers), facebook postings and email blasts.

Comeback Coupons

We'll be offering businesses that participate in program a personalized "Comeback Coupon" that we will design and print for them. Coupons will be used to invite people back who come in business for any promotion. Businesses will also be able to use them as rewards to good customers or first time customers.

Holiday Coupon Booklet

We'll start reaching out to businesses for this later in the month. We're looking to distribute this through the Patriot for the November issue. This year, we'll also set up an "on-line printable version" of the booklet and market heavily though facebook promoted posts in a 5-mile radius around Springfield.

Springfield App

Businesses have been signed up to test the "loyalty program". We'll push this out to everyone once everything is running smoothly

Old/New Business

There was a discussion on Seabra's and what will be going into that space. B. Lippman has a call into the Kaufman group and will report back at the next Board meeting.

A suggestion was made to hold a restaurant week in the winter. B. Lippman will discuss with Marketing Committee.

There being no further business the meeting was adjourned at 9:31am.

Respectfully submitted by:

Beth Lippman, October 14, 2014

The next meeting will be held on October 21, 2014, 8:30am, at 200 Mountain Ave., Office of Emergency Management