

Boonton Main Street Board of Trustee Meeting Minutes

Called to Order at 6:38

Attendees: Harold Johnson, Ann Cox, Patti Bujtas, Nancy Sulla, Marta Pascarella, Heather Anen, Tom Little, ED Karen Korinda and Summer Intern Jill Westerman

New intern introduced; Jill is a rising senior at St. Joseph's University majoring in International Relations. Jill will be helping with Facebook Communications, twitter, and The media campaign for Independent Business Month.

Treasurer's Report – In Mr. Cox's absence the monthly report was submitted via email with no items of concern.

Restricted Funds Discussion will again be tabled until Treasurer and ED can discuss and set wording proposed for this policy to be finalized at August meeting.

Community Economic Development proposals

1. Improvement District Challenge Grant (to study the possibilities for improvement for possible BID). BoA read their resolution to accept application for this grant at the June 20th meeting; Ms. Korinda to arrange for getting copy for the grant application.
2. Mr. Johnson read BMS Resolution to apply for a Business Improvement District grant Main Street, NJ must be signed by BMS Board President - Marta moved to approve Resolution for Application, Heather seconded – Approved unanimously.
3. RFP – Request for proposal for a professional consultant to assist must be written and will follow by email.
4. Redevelopment Review Charette – Mr. Andalaft met with Mr. Stora to consider participating for the Charette. The Charette is planning to meet with TTCC and other community stakeholders for 16 hrs over 2 weeks – Ms. Pascarella moved to join Charette, Mr. Little seconded. Board approved - Ms. Bujtas abstained

Presidential Matters

1. Mr. Johnson reported that he is still seeking Trustee candidates: Joan Magrane and Suzanne Mantua no declined. New possibilities suggested were Tom Cacciabeve or Jim Cook at Union Center Bank
2. Award recipients have accepted for Dec 1st Holiday Benefit:
 - a. Business of the Year: Lakeland Bank, Boonton Branch (Mgr. Joan Magrane)
 - b. Citizen of the Year: Wendy Cranz

ED Matters

Ms. Korinda reported on her experiences at the National Main Street Conference. She reported a focus or refocus being placed on Economic Development through all parts of the organization.

Design - Develop spaces to attract Economic Development

Org – Develop the partnerships needed for Economic Development

Promotions – Marketing necessary to bring Economic Growth

ER – Focus on the current businesses

Ms. Korinda also reported that it is the Board's task to create the work plan to Achieve the vision set last year. Mr. Johnson asked if there was a template presented at the conference, but none was provided. Ms. Korinda suggested a board committee meet to go through the statement and write the actions needed.

Ms. Sulla began the discussion of how to bring the businesses into BMS events – because of the disconnect between the Upper Plan Street Parking lot and Main Street. Several ideas were offered...this conversation needs to continue in Promotions and Retail Promotions

- Fun Shaped Blank Check Coupon at
- Banner across the street – need to start working on this project!
- Sustain the Boonton Buzz – maybe try a campaign like Parsippany Pride

Board of Alderman Meetings

Mr. Johnson June 6, Ms. Korinda June 20 presented a Quarter report ahead of time and outlined the Cablevision PSA, new street banners. Mayor read Proclamation about Independent Business Month and the Resolution to support the Challenge grant and assist in the payment of police for the car show was approved.

Note: Classic Car Show – August 13th

Adjourned: 8:08

Next Meeting August 9