

Tuesday March 7, 2017

Executive Board Meeting

DMDA

44 Main Street

Millburn, NJ

Executive Board: Vicky Powell, President, Shayne Miler, Vice President, Alex McDonald, Twp. Administrator, George Stuart, Treasurer, James Weill, Secretary, Harry Roth, Past President.

In attendance: Vicky Powell, Jennine Maher, Harry Roth, Ilanit Allen, Tara Purpis, DJ Priori, Shayne Miller, Emma Anderson, Sam Ciardi, Scott Kirschenbaum, Jim Weill, Tracy Hake, David Sorkin, Gillian Moritz, Karen Cummins, Nettie Hagmann, Debbie Mayo, Cassie Fishkin, Karl Mink, Cary Heller, Hary Trumbore, Robert Engel,

I Call to order 5:30 Vicky Powell, President

II New Business Recap of the meeting of the merchants on 3/2/17. Merchants were asking for coupons to give to Realtors. DMDA wants the app used to promote coupon not paper ones. A magnet would be given to all residents with the app info to down load to get coupons. Shayne thinks a mailer is beneficial but other think it is a waste of funds as mailers are outdated. There are aprox. 6, 200 households in town. Everything Local a woman in town wants us to promote her business of buying at a discount form merchants and selling to Realtor. The board cannot market her she is welcome to do it on her own. Hashtag needs to be smaller; ideas will be presented by our web designers. The merchants need to be positive, not post negativity on the web. Positive messaging is what the town needs. Much discussion about the parking and ticketing Three 15 minute parking spots are being looked into, the Township is evaluating the parking to make it more friendly.

III Guest Speaker: Welcome Cary Heller. Cary gave a slide presentation starting with the history of the SID and how Malls, strip malls and now the internet have change shopping patterns.

Complete Streets has changed the migration patter for getting in and out of town.

He suggested something be done with Taylor Park to make it a destination.

Short term: stop ticketing, more 15 mins. parking spaces bring in a surveyor.

The residents do not support our town.

We need to be positive and re think phase one.

Meeting adjourned 7:30 by Vicky Powell, President