

Main Street Board of Directors
Meeting Minutes

December 17, 2008



Attendees: Brian Taxman, *Board President*, Ballard Hutkin, *VP*, Skip Rogers, *Treas.*, Walter Deutsch, *Sec'y* (7 :30p.m.); John Webster, Larry Kline, Jenni Chapman, Paul Lanaris, Padraic Millet & James McCrone. Randall Solomon, Anne Barron and Irene Marx presented.

Call to Order, 6:35 p.m.

Highland Park's Green Community Working Group presentation (first 10 minutes). The Green Working Group highlighted their five goals and discussed how HP merchants could get involved, and how Main Street might help. They touched on the Recycle Bank program in Cherry Hill which gives incentives to residents and businesses, the Green Business (Best Practices) process and other mutually beneficial working relationships.

Brian Taxman thanked the Working Group for their presentation and said that the Board would discuss how best to form a strategic partnership.

Opening Remarks

Larry Kling's resignation having been accepted (effective 12/31/2008) at a previous meeting, Brian Taxman wanted to note Larry Kling's importance to the Board and Main Street as a whole, and to once again thank him for his efforts and guidance as a founding volunteer, Board member and committee chair.

Approval of Minutes.

John Webster moved to approve the minutes, Larry Kling seconded the motion. Minutes were approved unanimously.

Board Positions.

Larry Kling made a motion to approve and renew the terms of Brian Taxman and Craig Cadmus for their respective seats. John Webster seconded the motion. The motion was approved unanimously.

Larry Kling moved to accept Rachel Ruggieri's resignation from the Board. Jenni Chapman seconded the motion. The motion was approved unanimously.

Regarding Main Street events, Padraic Millet noted that Main Street could do a better job "connecting the dots" with the High School, so that there was better interplay between the

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respective events, and fewer overlaps. Regarding fundraising, he also proposed as an idea for further discussion that Main Street Highland Park have challenge-fundraisers, where (potentially) the Borough would provide matching funds up to a certain amount. Walter Deutsch and Ballard Hutkin both agreed the idea had merit and should be pursued.

Committee Reports:

Economic Revitalization

James McCrone reported that the ER committee was on track and would have a number of projects to report on in January

Organization Committee

Paul Lanaris and Larry Kling reported that fundraising had come full circle and would again be making use of the planters as fundraising mechanisms. Jaffe communications would no longer be Main Street's PR firm, and that Main Street would go ahead without a formal PR contract into the New Year.

Promotions Committee

Jenni Chapman reported that she and James had looked into some of the questions regarding the proposed "Run in the Park" 5K Race. Everyone seemed to be on board with the idea and all were very positive. Because the proposed race would be taking place on the morning of the Street Fair, James had followed up with Daryl Walker of StreetFairs.org for his thoughts. He had some common-sense concerns, but was enthusiastic and supportive. (The first meeting is scheduled for Thursday, January 15, 2009). The race will be a fundraiser, and will operate within the stipulated guidelines of being revenue neutral or revenue-generating.

Design Committee

John Webster discussed new building plans that Eric Goldstein had presented to the Design Committee. John passed around a rendering of what the new building, located next to the Sunoco might look like. The new building makes use of many of the Master Plan details with regard to scale, materials, footprint and functions. There was as yet no formal proposal, but the architect, Eric Goldstein, had wanted to hear the Committee's impressions, which were favorable; and John Webster wanted the Board to know that this plan was out there and coming. John Webster also reported that the awning & façade program was stalled for lack of information regarding when (or if) Main Street could begin the process of reimbursing for the approved work. James was following up with Karen Waldron and the Borough.

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Staff Report

James asked that Board members who had not already done so please answer the questions contained in the Strategic Plan questionnaire they received from Dan Burns of Jaffe Communications.

The final Holidays in the Park was planned for Thursday, December 18. The first of the three, which featured the Hay Ride, was rained out. Attendance was still pretty good, considering the abysmal conditions. The singing had been the biggest hit. Makhelat Hamercaz were a big hit for White Lotus, and Angel Tones drew pretty well at PJ's. The season was not over, James reported, but many of the merchants were noting that sales were not as bad as they had feared.

Old Business

There was no old business.

New Business

Taking over some chamber functions (e.g. web site functions, chamber url, the gift certificate program, etc.)

Skip Rogers raised some concerns regarding the Board's responsibility for \$500,000 D-biz loan. The loan payments will eventually be a responsibility of the Main Street organization, and will be carried as a liability on the financial statement. There is a question as to what offsetting item/asset is recorded on the books of the organization, justifying the expense and subsequent payment. Research with the Borough of Highland Park is necessary.

Adjourn

Meeting was adjourned at 8:05 p.m.

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