

**MAIN STREET HIGHLAND PARK**

**412 RARITAN AVE HIGHLAND PARK NJ 08904**

**BOARD OF DIRECTORS MEETING**

**WEDNESDAY JUNE 17, 2009**

Members Present: Brian Taxman, Steven Hambro, John Webster, Ethan Glickman, Walter Deutsch, Walter Rogers, H. James Polos

Non-voting in attendance: James McCrone, Elana Klinger-Rogers, Padraic Millet

Chairman Brian Taxman called the meeting to order at 6:36 pm

**Executive Director Report- James McCrone**

- Introduction of Elana Klinger-Rogers, part-time employee to assist James this summer
- Board training (2½ hour session) by Main Street to offer an intro and renewal on board responsibilities of a Main Street board member. After discussion, the desire is to hold this on September 16 at 6:00 pm and this will constitute the September Board Meeting.
- Farmer's Market has kicked off. The market is looking for ways to continue to distinguish itself. NJ-12 will be on site June 19. The market also has new competition from a market in New Brunswick on Friday's.
- Business changes- Salit is relocating to Edison, Sunoco will be closing the pumping service and moving the repair function to another location in the Boro, Curves will be reopened as Fit 4 You with new owners; Stop & Shop has signed a new long term lease.

**Committee Reports:**

- Economic Restructuring- S. Hambro-
  - Letters have been sent and contact has begun to businesses in the area that is being considered for expansion ( Woodbridge Ave. and further north on Route 27)
  - A fold out brochure is being developed to assist in the marketing of the downtown.

- Investigating the addition of video to the web-site to enhance business advertising.
  
- Organization- E. Glickman-
  - The committee is searching for a volunteer coordinator
  - Planter sale solicitation continues and 7 have been reserved to date.
  
- Promotion- J. McCrone
  - Random Acts are scheduled as follows- June 25, talents how, classic cars, and volunteer recognition; July 9, health fair; July 23, fashion show.
  
- Design- J Webster
  - Planting day was a huge success with many volunteers.
  - Façade improvement grants continue to be reviewed with one new approval, one turned back to applicant, and one proposal under review currently.
  - There will be a pedestrian crossing bump out as part of the streetscape improvement near the former senior center parking lot.

### **Financial report- W. Rogers**

- Bid- assessment payment will be received from the Borough in the beginning of July.
- Current projections indicate a surplus through March 2010
- Recommendation is to consider increasing the reserve for the D-biz loan payment and to set aside seed money to assist in the assimilation of new areas into the Main Street foot print.

### **New Business**

- Mr. Polos advised of initiatives occurring on the county level to support green economic development, with sales tax reductions offered similar to UEZ agreements.

- Mr. Polos also forwarded an initiative to make Memorial Day 2010 a special event by remembering members of local organizations vital in the history of Highland Park. Mr. Polos will advise us as this continues to develop.

Meeting adjourned 8:32 pm

Respectfully submitted,

Walter Deutsch

Secretary