

Main Street Board of Directors
MINUTES

April 21, 2010



Attendees: Walter Deutsch, Ballard Hutkin, Steve Hambro, Marlon Pando, Paul Lanaris, Skip Rogers, Jenni Chapman, James Polo; Padraic Millet, James McCrone

The meeting was called to Order, 6:40 p.m.

Approval of Previous Minutes. Minutes from the last meeting were not available, and so would be approved at the next meeting.

Mission, vision: There was discussion regarding getting a draft together by the next meeting.

Committee updates:
(submitted here; mailed as part of packet before the meeting)

Organization:

1. Plaques on Planters- The plaques will have been ordered by Wednesday, 4/21. Paul will compose a sales speech for planters for our business district merchants. He will also revise the planter order form.
2. Elevator speech- Paul will write the speech for the board members. We discussed the type of speech and we decided that one that emphasized simple, basic information would be ideal. Paul will also write a more elaborate speech for use if needed.
3. Main Street Office Renovation- Padraic will apply for the permits, but he has to wait until he gets cost estimates . Unofficially, the Borough is ok with the plans so far. Paul will call Padraic in a week and check the progress.
4. Volunteer Recruitment- Paul reported that we have a few new people for our database. He wants to distribute about 50 names to each of us and have us call the volunteers, thank them for their service and offer to answer questions.

Main Street Highland Park
421 Raritan Avenue
Highland Park, NJ 08904
Tel. 732.828.8444
Fax. 732.828.6555

Main Street Board of Directors MINUTES

Design: There were no façade applications to review, (there were two no-shows). Planting Day (May 22) is moving forward. Work needs to begin on the Bus Shelter.

ER: The ER committee did not meet, but is working on adding video to the ShopHighlandPark.com site, working with Promotions on various projects. Planning continues for Earth Day and (possibly) Fair Trade day (together with Mother's Day).

Promotions:

Win the Window ran from mid-March to April 15th. Customers could fill out raffle cards at participating businesses to win an entire window of merchandise supplied by the same participating businesses. The window of goods filled an otherwise empty store front on Raritan Ave. The businesses that participated were front and center for the duration of the event and were listed on the Main Street website, in local publications, etc. Some of the businesses reported increased traffic because of the event. Main Street gained hundreds of new names and email addresses to add to the database. Meanwhile, the excitement over the potential win was very evident amongst customers. Win the Window was moved from Jan/Feb to March/April which we think helped to make the event more of a success than last year's. This is sure to return next year.

Please talk up the **Street Fair** to local merchants and organizations. We need to fill up the spots. The booth fee is very reasonable for locals. The Street Fair will only represent Highland Park if the locals participate.

Random Acts of Fun is still in need of a sponsor. Jamie is working on this. Meanwhile, we'll be asking for local merchants to consider sponsoring components of the events. There are lots of opportunities to splash a sponsor's logo on the event's promotional materials.

Welcome bags for new residents are being put together. Participating businesses are including their compelling offers into the bag to encourage potential customers to pay a visit and stay local.

We're discussing **volunteer appreciation** discounts as a way to boost sales and gain volunteers in town. Businesses can say thank you by offering a deal to people who have volunteered.

Main Street Highland Park
421 Raritan Avenue
Highland Park, NJ 08904
Tel. 732.828.8444
Fax. 732.828.6555

Main Street Board of Directors
MINUTES

Director's Report—

(submitted here; previously sent under separate cover before the meeting)

16 downtown businesses were partnered with 35 or so Rutgers Business School majors, who will provide marketing, promotional and other guidance as part of their coursework.

They will give their presentations beginning this week. I am looking forward to gaining some fresh insight into marketing.

Big events are under way. **First up, is Earth Day** and the Vickie White memorial Health Fair on Thursday. Main Street has partnered with Sustainable Highland Park, and we look forward to a very successful event.

Street Fair and the **HP-5k** are just over a month away, as is **planting day**. The bus shelter at 1st and Raritan will get a face lift in time for planting day, and Main Street Highland Park will roll out its planter-plaque fundraiser. We have already sold 6, and we look to sell many more. The money generated by the plaques will go toward continued maintenance of the planter project. We will begin by offering them merchants and landowners, and then to the general public.

Main Street and the downtown businesses just concluded a very successful promotion, the **Win the Window** event, wherein ...generated 350 new addresses—not just marketing the same old folks. Will continue our outreach into Spanish, Korean, Chinese and to the East Indian communities.

Lastly, **fireworks** will be returning to the Raritan!

University Compounding to open.

Old Business There was no new business

New Business There was no old business

Adjourn Steve Hambro moved to adjourn; Ethan Glickman seconded the motion.

The meeting adjourned at 8:25pm

Main Street Highland Park
421 Raritan Avenue
Highland Park, NJ 08904
Tel. 732.828.8444
Fax. 732.828.6555