

**MAIN STREET HIGHLAND PARK**  
421 Raritan Avenue Highland Park, N.J. 08904

**BOARD of DIRECTORS MEETING**  
**Wednesday, January 17, 2007**

Board Chair **Brian Taxman** called the meeting to order at 6:40 P.M.

**Present were:** Duane Beers (Promotions Committee Chair), Larry Kling (Organization Committee Chair), John Webster (Design Committee Chair), Steve Hambro (Economic Restructuring Committee Chair); members and volunteers also present were, Craig Cadmus, Jason Leff, John Cording, Ethan Glickman and Peter Reseka, Graham Copeland, and James McCrone; Karen Waldron, Borough Administrator and Mark Watson, Borough Council member and Main Street liaison attended.

The board achieved a quorum at the time the meeting was called to order. All listed were present for the voting, with the exception of Jason Leff.

**1. Welcome.**

Brian Taxman began the meeting by welcoming **Mark Watson**, of Borough Council and the council's Main Street board liaison, and **Karen Waldron**, new Borough administrator.

**2. Approval of Minutes**

Minutes of the past meeting were not available.

**3. Executive Director's Report**

- Graham Copeland reported on the Holidays in the Park event, held on three successive Thursdays in December (12/7, 14 and 21). The director reported that reaction had been generally positive; that the merchants geared toward holiday shopping reported doing particularly well; the Highland Park tote bag promotion gave away 98 bags; shoppers who redeemed their Highland Park receipts brought in receipt totals averaging \$128. The window displays as part of "Project: Window" were also well received. Volunteers Carmen Crea of Haven, Mark Froelich and Doug Otrimanski of Robert's Florals and Bianca Freda worked to create the various displays. There was a tie in the voting on best storefront—between Centerpiece and Through the Moongate.
- Graham Copeland met with staff from the Star Ledger earlier in the day regarding advertising strategies; he reported that there may be some interesting opportunities for expanding cooperative advertising and creating some synergy with the ER committee's shop-dine web site.
- Graham also reported on a meeting in December with Jef Buehler of Main Street New Jersey. MSNJ has moved to the Office of Smart Growth. [long term strategies]
- Brian Taxman asked for and received the Board's consensus regarding continuing the tote bag promotion as a way to continue promoting local shopping through the winter and early spring months.
- Ethan Glickman urged Main Street staff to think creatively about ways to incorporate and promote the professionals in their future promotional efforts.

**4. Financial Reports and Budget Status**

- The Budget is currently pending with the Borough. Graham Copeland together with Duane Beers expressed concern over whether they could go ahead without the Borough's approval of the budget with some time-sensitive contracts they needed to initiate. Mark Watson responded and Karen Waldron assented that the lack of approval was logistical rather than representative of some objection. Both he and Karen Waldron felt that the presentation could be made at the February meeting. With that assurance, Graham and Duane felt they could indeed go ahead.
- Year-end closeout. Jason Leff was absent at this point and unable to present.
- Memorandum of Understanding. Graham Copeland noted that Main Street had received its renewed Memorandum of Understanding from the Borough.

**5. Orientation Packets**

Orientation packets were distributed to members, new and continuing.

**6. Committee reports**

- Promotion  
Duane Beers gave the Promotions Committee report; based on earlier assurances regarding the budget, Duane reported that he would be signing contracts with Jill Levey as event planner and Hal Korin of Halogen Productions. Duane noted that while volunteers can assist with a good deal of the execution of the various events, date-specific, deadline-driven events are so consuming that there is a high level of burn out; moreover, the desire is to make the various Main Street events revenue-neutral (or indeed revenue generating), and this will be accomplished through sponsorship and partnership underwriting agreements, which result from specialized, focused efforts.
- Design  
There was some discussion of roles with regard to Streetscape. Graham noted that the success of Main Street’s awning and façade program meant that Main Street already had a number of applicants for the CDBG funds, but Main Street had not heard when those funds would be available or in what amount they would be. Mark Watson and Karen Waldron said they would follow up with an answer.
- Economic Restructuring  
Steve Hambro spoke about the interactive shopping and dining site; Geocentric had just sent along their deliverables, which were now in the hands of Spheres, who would be incorporating them into the overall site design. Brian Taxman noted that Kenn Krasnsner had given a time-frame of about 2 weeks for a full demonstration. Steve also noted that Main Street would be repeating a successful event by sponsoring and co-hosting one of the seminar series with the county Chamber of Commerce, to be held March 12<sup>th</sup>, probably at Charlie Brown’s.
- Organization  
Larry Kling asked John Cording, a member of the volunteer with the Organization/IT subcommittee, to speak about the bid process and the successful applicant for the redesign of Main Street’s organization web site, Princeton Online, judged the best overall in a field of good proposals. The first meeting to begin work has been scheduled for Tuesday evening, January 23<sup>rd</sup>. Larry Kling noted that the new site should be up and running by late April, if not before. In addition, Larry Kling noted that the next Main Street newsletter would be sent out mid-March.  
Larry Kling then asked to discuss the new membership and composition of the Board. He noted that a number of founders were retiring—Dave Younge and Diane Weinberg. Their leadership and energy would be missed.  
With regard to the new Board composition for 2007, Larry first proposed the following reorganization to assure that each committee chair had a vote.

As nominating committee member, Larry Kling recommended to accept the following new members, with the following terms:

<u>Seat</u>	<u>Term</u>	<u>Expires</u>	<u>Name</u>
Res. #1	3 yrs	12/09	Jason Leff
Res. #2	3 yr	12/07	John Webster (interim appointment)
Res. #4	3 yr	12/09	Larry Kling
Gen. #1	1 yr	12/07	Steve Hambro
Gen. #2	1 yr	12/07	Duane Beers
Treasurer	2 yr	12/07	Jason Leff (interim appt.)
Secretary	2 yr	12/08	Walter Deutsch

Vice-chair #2 remains open, as does non-voting #4.

Brian Taxman proposed accepting the nominating committee’s recommendation. Duane Beers seconded the motion.

Voting as the 2006 (“old”) Board, Ethan Glickman, Brian Taxman, Craig Cadmus, Ballard Hutkin and Duane Beers. The vote was unanimous.

**7. Old Business**

There was no old business before the Board.

**8. New Business**

Brian Taxman noted that Diane Weinberg would be chairing an Ad Hoc committee charged with creating a long-term strategy for fund raising, partnerships and sponsorships that would help to reduce the Borough's general fund contribution. Brian Taxman further noted that after a technical problem in the application, the Downtown Business Improvement Zone Loan Fund application was on its way.

**9. Adjournment.** There being no other business before the Board, Brian Taxman made a motion to adjourn; Larry Kling seconded the motion. The meeting was adjourned at 9:00 p.m.

Submitted for your approval,

James McCrone, Project Manager, on behalf of the Secretary of the Board

**DRAFT**

Attachments: Board minutes, date