

# Downtown West Orange Alliance

## Minutes – October Meeting

### Trustees & other members in attendance were –

Michelle Casalino, David Drill, Joe Fagan, Gia Garcia, Jon Hoff, Darren Kirton, John McElroy, Ron Raymond, Alex Reinoso, Krysta Senek & Megan Brill. Highlighted members attended virtually. Also in attendance Mike Giovine & Yaris Rodriguez

### Chairman called the meeting to order at 6:49 p.m.

Chairman's Report – Introductions were made as there were a couple of new faces were in attendance. By-Laws were reviewed and discussed. Committee structure and need for an audit. Ron encouraged all trustees to join and/or chair a committee.

**Minutes** – The minutes were discussed, and John McElroy made a motion and David Drill provided the second. The minutes passed unanimously as presented.

**Bills List & Treasurers Report** – Were reviewed and discussed, Krysta Senek made a motion and Jon Hoff provided the second, the bills list passed unanimously as presented. Treasures report was accepted.

### Executive Directors Report – Meg provided information following -

- 2022 Business movement report
- Mobile App Update promotion QR code, Tax insert, Signs & Tables Tents around town
- Mayors 5K run for ALS
- Promo Team Interest
- Website update
- Budget presentation Nov 22nd 1<sup>st</sup> reading hearing will be on December 20<sup>th</sup>.
- The need for an Administrative Assistant to ED

**Council Report-** 1). Councilwoman Casalino provided information that the township applied for a another TPA Grant for the second phase of the Washington Street improvement. These TPA grants are funded by the federal government and its taking a long time for the money to get to the states. 2). The DWOA will receive another Marketing \$4,000 grant for the 2<sup>nd</sup> phase of the cooperative marketing grant. The ordinance for 15 min & 2-hour parking has been approved on 2nd reading and will greatly help businesses turn over the cars by their stores. Councilwomen is regularly following up with the Engineering dept on improvements to the downtown corridor. Lenny Lepore is set to retire the Assistant town engineer will be filling in.

**Jon Hoff** – Provided information about the lofts. The commercial space is 100% under lease. As resident move out of the apartments, they have new tenants with in 30 days. The last new restaurant going in is Hendrix House.

**Joe Fagan Report-** Joe presented a written report and has made regular reports during the council meetings. In addition, Joe provided information about signage for the Hansen lot that was hit and broken. A new sign has been ordered.

### Committee Reports

**Marketing & Promotion** – Restaurant Week has been re-scheduled for March  
Holiday Open house Dec 3<sup>rd</sup> and SBS is Nov. 26th

**Design-** Several new signs are being discussed but nothing has been presented to us yet.

**Organization** - Year-end report/audit and budget

**Adjourn** Meeting was adjourned at 8:08 with David Drill making the motion and Krysta Senek providing the second.

*Respectfully submitted, Megan Brill*