

Downtown West Orange Alliance

Minutes – September Meeting

Trustees & other members in attendance were –

Michelle Casalino, David Drill, Joe Fagan, Gia Garcia, Jon Hoff, Madelyn McClammy, John McElroy, Ron Raymond, Alex Reinoso, Krysta Senek & Megan Brill.

Chairman called the meeting to order at 6:39 p.m.

Chairman's Report – Ron provided an overview from the bylaws on committee structure and encouraged all trustees to join or chair a committee.

Minutes – The minutes were discussed, and Jon Hoff made a motion and Michelle Casalino 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
- Website update
- Christmas Decorations – committee to review other options.
- Budget presentation Nov 15th 1st reading

Council Report- 1). Councilwoman Casalino provide information that DWOA applied for a Marketing grant for technical assistance for the downtown Corridor. If we receive this grant Rutgers school of Planning & development Bloustein scholars will help create wayfinding & design work and possibly help develop a strategic plan. 2). The \$700,000 TPA grant we received a couple years ago is being funded by the federal government and is taking time getting the money to the states. Councilwomen is regularly following up with the Engineering dept. The ordinance for 15 min & 2 hour parking has been approved on 1st reading and will greatly help businesses turn over the cars by their stores. 3). The Public Relations Commission (PRC) has been working on Rest Week. The PRC will pay for the development of the restaurant week website and downtown will manage it. The PRC is also helping to promote the mobile App.

Joe Fagan Report- Joe presented a written report and has made regular reports during the council meetings. In these reports he highlights the DWOA in his presentations. Joe also reported part of the facade plumbing sign at 56 Main Street has been stolen off the wall. It has been reported to the police and an investigation is underway.

Committee Reports

Marketing & Promotion – Restaurant Week is scheduled for November

Design Several new signs are being proposed the team will contact the owners and help them with designs

Adjourn

Meeting was adjourned at 8:10 with John McElroy making the motion and Alex Reinoso, Krysta Senek & John Hoff providing the second.

Respectfully submitted, Megan Brill