

Englewood SID District Management Corp.  
Board of Directors Orientation Meeting  
January 18, 2018 - 8:00 AM  
23 East Palisade Avenue, Englewood, NJ (Blue Moon)

Agenda

1. OPMA Statement
2. Roll Call
3. New Member Orientation
4. Requests for Proposals
5. New Business
8. Adjournment

Englewood SID District Management Corporation

Preliminary Board Meeting

January 18, 2018

8:00am

23 East Palisade Avenue, Englewood, NJ (Blue Moon Restaurant)

**MINUTES**

ESDMC Attendees:

Matthew Cardona  
Marcia Ochoa Dominguez  
Linda Dunham  
Wayne Hamer  
Andy Tronick  
Dennis Williams

1. **Call to order.** Council President Wayne Hamer called to meeting at 8:05 am and delivered an OPMA Statement indicating that the meeting had been published via email to the Englewood City Clerk and the Bergen Record, and posted on the City Hall bulletin board
2. **Introductory Presentation.** Mr. Hamer gave a PowerPoint presentation describing the ESDMC, identical to one that he subsequently presented to the City Council and the Chamber of Commerce.
3. Meeting adjourned 9:04 am

Next Board Meeting  
Tuesday, February 6, 2018, 8am  
Blue Moon Mexican Café  
23 East Palisade Avenue  
Englewood, NJ

## Chamber of Commerce Annual Meeting January 25, 2018

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## Situation in 1986

- Pal Ave recognized as the heart of the CBD
- Revitalization of the CBD a primary goal of the master plan
- Master Plan recommended establishment of a compact pedestrian-oriented core with improved off-street parking vehicular access and circulation.
- CBD had special needs requiring additional municipal services
- Cooperative public and private participation was required

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## Solution: A public/private partnership

- Special Improvement District
- Purposes:
  - Promote economic growth and employment within the downtown business district
  - Foster and encourage self-help programs to enhance the local business climate

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## Powers

- Fund exterior improvements to properties
- Provide security, sanitation, and other services
- Undertake safety and beautification improvements
- Publicize the district and its businesses
- Recruit new business
- Organize special events
- Provide special parking arrangements
- Provide temporary decorative lighting
- Advise the City Council on district affairs
- Hire staff to manage itself

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## Primary objectives:

- Attract consumers to the Englewood Downtown by:
  - Generating sales traffic by maximizing local and regional market exposure to Downtown businesses; and
  - Establishing and maintaining a convenient, enjoyable and safe Downtown customer experience

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## How is the SID managed?

- The SID is self-managed by the Board of Trustees of a "District Management Corporation" (DMC)
- 6 of the 7 DMC Trustees must be selected from those who own property or an operating business within the Englewood SID (or an employee), and they must be confirmed by the council.
- 1 member under state law must be a city council member

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## Partners in Downtown Management

- Englewood SID District Management Corporation
- Downtown merchants and property owners
- Chamber of Commerce
- City Council
- City Staff

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## Accountable to Merchants and Owners

- Trustees must own Downtown property or business
- Board meetings open to the public
- Minutes promptly posted on web site
- Annual budget hearing in Council open session
- Chamber of commerce cross-membership
- Regular merchant / property owner meetings
- Regular emails and newsletters

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## Accountable to the City

- Council member seat on the board (statute)
- Council approves Annual Budget after public hearing (statute)
- Council receives Annual Audit (statute)
- Council receives Annual Report (ordinance)
- Finances Managed by City Finance Director (ordinance)
- Trustees confirmed by Council
- Meeting minutes and records published on SID website

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## SID Finances

- SID presents an annual budget to the Council each Spring for adoption
- Recent decade \$250,000 per year (approximately 20 cents per square foot).
- SID tax collected by the City Tax Collector in four quarterly installments beginning with the July 1 fiscal year

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## Cash on Hand

June 30

- 2012 \$351,125
- 2013 \$381,520
- 2014 \$373,499
- 2015 \$414,986
- 2016 \$525,436
- 2017 \$602,000

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## Differences with the new DMC?

- Old SID: only 3/13 appointees had going businesses downtown.
- New SID: 6/6
- Old SID: City Council not reliably apprised of SID actions.
- New SID: Council confirmation assures that it will be kept informed
- Old SID: Chairperson a political appointee
- New SID: Board chair elected by the Trustees themselves.
- Old SID: Had separate bank accounts
- New SID: Cash balances overseen by City Finance Director

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Marcia Ochoa Dominguez, Buckley's  
East Palisade Ave.



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Matthew Cardona, Cardona Cardona Salon  
North Dean Street



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Albert Krull, TREECO  
West Palisade, East Palisade, Palisade Court



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Andy Tronick, Blue Moon  
East Palisade Ave.



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Linda Dunham, McDonald's  
West Palisade Ave.



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Dennis Williams, Chick-fil-A  
West Palisade Ave.



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## SID Activities

- A. Downtown Marketing
- B. Downtown Maintenance
- C. Capital Projects

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## Downtown marketing

- Support Chamber of Commerce and City downtown special events
- Expand shared marketing initiatives via social media
- Evaluate and implement portions of Action Plan from the 2017 Englewood Economic Study.

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## Downtown maintenance & safety

- Landscaping
- Awning beautification
- Steam clean sidewalks
- Security?
- Daily Litter sweeping



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## Potential Capital Projects in 2018

- Parking Signage and Garage Improvements
- Steps to discourage meter feeding
- Streetscape Beautification
- Alleyways Illumination and Beautification
- Railroad crossings and railroad right-of-way cleanup

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## Capital Project: Improve access to parking

- Signage to funnel inbound vehicles to garage and new 3-hour lots
- Improve experience within Dean St garage and walkways
- Improve access across CSX tracks from Veterans lot (NJDOT)



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## Capital Project: A garage that feels attractive and safe

- Lighting
- Signage
- Security
- Amenities
- Cleanliness



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