

Downtown Denville BID Corporation
Monthly Board Meeting
January 25, 2024, 7:00pm

Roll Call of the 2024 Board Members: P (present) A (absent)

P Fitzpatrick P Koppelman A Thompson P Cammarata A Doremus P Lindsay P Fahrer
P Mayor Andes P Rob Simpson, Council Liaison P Stephen Crighton

Public Portion:

Town Remarks

Mayor Tom Andes reported the following:

- Older Welcome to Denville Signs are being replaced.

Councilman Liaison Simpson reported the following:

Executive Director Remarks

Executive Director Stephen Crighton reported the following:

Committee Reports:

Promotions

Gene Fitzpatrick reported the following events are scheduled for 2024:

LOVE YOUR LOCAL (Feb/Valentines Day Social/Digital Campaign)

SPRING INTO DOWNTOWN DENVILLE

MOTHER'S DAY (Social/Digital Campaign)

DDAD (SUMMER) June 20

FALL (Songs of the Sidewalk?)

HOLIDAY OPEN HOUSE (Nov 29)

Planning needed to get finalized for Spring into Denville to enable sponsorship solicitation by Executive Director.

Follow up needed on approvals needed to enable Thatchers to extend its bar service area into street during Denville After Dark.

Treasurer -

Update postponed until next meeting

Design Committee -

Jeff Halperin presented the Yiftee program details to the Board for consideration. Program would enable community members to purchase Downtown Denville digital gift certificates for use at participating BID businesses.

Next Steps - Stephen and Jeff to promote concept to BID businesses for feedback.

Organizational Committee -

Bernadette Lindsay reported that she and Stephen completed one day of business outreach by visiting in person to introduce themselves. Feedback and suggestions are being collected. Early feedback from businesses located on Broadway beyond the water fountain is that when Broadway is closed for event, that section is excluded from the activity.

New Business

- The 2024 social media contract with Rise and Shine Social was presented for approval. Motion to approve was made by Lindsay, Seconded by Fahrer and approved by Board.

2nd Public Portion:

- Ellen Sandman on behalf of the Denville Beautification committee requested a banner for the fence at the point.
- Denville Beautification also inquired if there is opportunity for Downtown Denville to sponsor any beautification projects. Gene Fitzpatrick acknowledged that there should be budgeted support available for beautification projects.

Public Meeting Adjourned

CLOSED SESSION - EXECUTIVE SESSION (BOARD ONLY)

- Gene Fitzpatrick reported key learnings from conducting exit interview with outgoing Executive Director, Deborah Graybill
- Discussion conducted regarding structure of Executive Director Incentive program. Agreement reached on terms and board will vote on the contract language at next meeting.