

# Montclair Center

**Business  
Improvement  
District**

**2008  
Annual Report**



## Board of Directors

President: Erik Maran  
Vice President: Luther Flurry  
Treasurer: Phil Cantor  
Secretary: Aran Roche

### Property Owners

Luther Flurry  
28-28 S. Fullerton Ave.  
Guy Kinley  
26 Lackawanna Plaza  
Sharda Ramharack  
10 Elm Street  
Sue Schultz  
50 Church Street  
Gerald Sweeney  
460 Bloomfield Avenue  
Paul Yeager  
34 Church Street

### Business Owners

Phil Cantor  
Phil Cantor Photography  
Lian Ferguson  
Mango's Reggae Cafe  
Lisa Johnson  
Culture Couture  
Mike Lami  
The Printers Place  
Jeanette Lauture  
Aunt Jean's Toys & Treats  
Erik Maran  
Smith Maran Architects  
Greg Spinelli  
Church Street Kitchen

### Organization Representatives

Ted Lippincott  
Montclair Historic Preservation  
Jim Peskin  
Montclair Arts Council  
Ronnie Powell, Esq.  
Montclair Parking Authority  
Aran Roche  
Non-Profit/Montclair Art Museum  
Councilor Renee Baskerville  
Township of Montclair, 4th Ward  
Councilor Nick Lewis  
Township of Montclair, 3rd Ward

## Montclair Center BID 2008 Budget & Expenditures

	<b>08 Budget</b>	<b>08 Final</b>
<b>Quality of Life</b>		
Ambassador Program	\$ 62,000.00	\$ 70,755.00
Green Machine	8,500.00	9,815.23
Equipment/Supplies	3,000.00	3,879.72
<b>Visual Improvements</b>		
Bloomfield Ave Planters Landscaping	\$ 18,000.00	\$ 13,490.42
Banners	15,000.00	9,464.00
Church St Plant Boxes/Water/ Fountain	10,000.00	12,285.00
Streetscape Design Development	10,000.00	0.00
Holiday Décor	7,000.00	4,371.40
Façade Improvement Program	5,000.00	3,500.00
Bike Racks	2,000.00	3,665.00
Street Sign Replacement	1,000.00	285.00
<b>PR/Marketing</b>		
Web Hosting	\$ 2,000.00	\$ 1,500.00
Web Site Production	10,000.00	8,000.00
<b>R&amp;R/ Special Events</b>		
Advertising	\$ 17,000.00	\$ 14,945.00
Graphic Design	7,500.00	9,600.00
Event Expenses	6,000.00	3,308.00
Montclair Center Stage	5,000.00	18,570.96
<b>Administration</b>		
Rent	\$ 21,500.00	\$ 18,836.19
Insurance	11,000.00	11,875.94
BID Vehicle	9,000.00	10,941.00
Accounting	7,500.00	19,966.00
Contingency	5,000.00	860.00
Phone/DSL	5,000.00	6,123.00
Utilities	5,000.00	4,708.00
Copying	3,500.00	4,431.00
Office Supplies	2,000.00	2,618.09
Equipment & Repairs	2,000.00	3,049.00
Meals/entertainment	2,000.00	2,485.00
Conference/memberships	1,500.00	\$797.94
Postage	1,000.00	\$198.00
Legal Fees	1,000.00	\$468.75
Community Support	500.00	\$500.00
<b>Payroll</b>		
Full Time	\$ 75,000.00	\$ 77,420.00
Payroll Taxes	23,000.00	23,504.00
Part Time	22,000.00	28,253.00
Health Insurance	2,500.00	4,675.12
<b>LOC</b>		
Interest Paid		\$ 3,454.56
Loan Repayment		
<b>TOTAL EXPENSES</b>	<b>\$389,000.00</b>	<b>\$412,599.32</b>
<b>TOTAL PROJECTED INCOME:</b>		
2008 Assessment:	\$389,000	
MCS Stage Revenue:	\$26,000	
<b>TOTAL:</b>	<b>\$415,000</b>	

## From The Director

*"An optimist stays up until midnight to see the New Year in.  
A pessimist stays up to make sure the old year leaves."*

*– Bill Vaughan*

2008 will undoubtedly be remembered as a bittersweet year not soon to be forgotten by our Montclair Center community and beyond. From Pennsylvania Avenue to Claremont Avenue, people called for sweeping change at ballot box and got it. Optimism ran high, but the promise of a brighter tomorrow was quickly overshadowed by today's fiscal realities crippling our nation's economy. Gas prices skyrocketed, real estate bubbles burst, banking giants collapsed with consumer confidence, and in turn, jobs shrunk, paychecks were stretched and belts were tightened. And despite our many strengths, the increase in vacant storefronts coupled with a disappointing holiday shopping season offered a vivid reminder of just how susceptible Montclair Center remains to trends and conditions beyond our reach.

But with our challenges came many proud accomplishments and further signs of progress for our downtown district. Montclair Center's designation this past year as a Main Street New Jersey community provided us with brand new opportunities for state support and services for our member business and property owners. New condominium and building rehabilitation projects throughout the downtown are breathing new life into long vacant and dormant spaces. And the reopening of the Wellmont Theater as a live concert venue brought top acts and the spectacular opportunity of introducing, or reintroducing, Montclair Center to thousands of show goers on a regular basis.

Looking forward, 2009 will likely continue to test our community's fortitude and challenge our collective resolve to weather and survive one of the harshest economic climates of our time. But as with countless other dilemmas and downturns facing Montclair Center in years past, our resilience and determination to succeed will give us the strength to survive this storm as well. Working hand in hand with constituents, municipal officials and our newly elected township council, the BID will continue to advance programs and priorities directed at strengthening Montclair Center's proud reputation as a premier regional destination for shopping, dining and the arts.

We look forward to working with and for you in 2009 and beyond.

Sincerely,



Thomas Lonergan  
Executive Director



## **BID Office**

In January, Drina Holden was hired as the BID's new part time office manager. Drina joined the BID after spending many years with Montclair's HomeCorps organization and has demonstrated herself to be a valuable addition to the BID office. This position had been vacant for over a year and the BID's ever increasing programs and responsibilities made the hiring of a qualified assistant even more imperative. In addition to the office's continuing responsibilities from program execution to business assistance, our designation this year as a Main Street New Jersey community brought on additional demands for the BID office. Scheduled weekdays between 10 AM and 4:30 PM, Drina has already proven to be of tremendous assistance to the BID director and our downtown constituents alike. Welcome aboard Drina!

## **BID Board of Directors**

The BID Board of Directors serves as the governing body of the Business Improvement District and is comprised of 21 members of the downtown community, including property owners, business owners, members of the township council and liaisons from various local organizations. Their function is not only to attend monthly board and regularly scheduled committee meetings, but to represent and advocate on behalf of the best interests of the downtown business district at all times. Their directive mandates full oversight of the BID's projects and programs, prioritization of its resources, accountability to its full membership, and leadership on any and all matters related to managing our ever-evolving downtown district.

In September, we were saddened by the sudden passing of longtime BID board member Paul S. Yeager. Paul and his family owned the Montclair Antiques Center building on Church Street for generations and he had a long and proud history here in Montclair Center. We extend our sincerest condolences to the Yeager family and will always remember Paul for his many years of service to the BID and his beloved Montclair Center community. His passion, insight, experience and friendship will be greatly missed but never forgotten.

## **Main Street New Jersey**

Every three years or so, the NJ Department Community Affairs chooses approximately three to six municipalities from around the state to be designated as Main Street NJ communities. In January, the BID's application was approved by DCA and Montclair Center was officially selected as a MSNJ downtown. Initiated in 1989, the Main Street NJ program was created to recognize and provide support to downtown grass root organizations committed to historic preservation, development of public/private partnerships, and the implementation of "Smart Growth" principles, including:

- Organization
- Design
- Economic Restructuring
- Promotion



When a community participates in a comprehensive revitalization effort, its downtown can experience a return of economic vitality. Benefits of the Main Street program include the following:

- Protecting and strengthening the existing tax base
- Increasing sales and returning revenues to the community
- Creating a positive community image
- Creating visually appealing and economically viable downtown buildings
- Attracting new businesses
- Creating new jobs
- Increasing investment in the downtown
- Preserving historic architectural resources

Communities selected to participate in the MSNJ program receive ongoing, free technical assistance, including:

- In-depth volunteer and executive director training
- Advanced training on specific downtown issues, including marketing, business recruitment, volunteer management, and historic preservation
- Professional consultant visits to develop each community's strengths and plan for success
- Small business development services for local business owners
- Marketing and public relations services for local businesses and Main Street organizations
- Architectural design services for business and property owners
- Educational materials including manuals and slide programs
- Links to local, state and national Main Street community networks

Our first year as a “traditional” Main Street community was dedicated largely to extensive training for both the BID Director and Board of Directors. In 2009 and beyond, we look forward to full designation as a “partner” MSNJ community and all of the full benefits provided through this extraordinary distinction. Our thanks to NJ Department of Community Affairs Joseph Doria for approving our application, and a very special thanks to Jef Buehler and Heather McCall from Main Street NJ’s Trenton office for their continued support and advocacy on behalf of our Montclair Center community.

### **BID Ambassador Staff**

Our downtown streets and streetscape were once again managed and maintained by the hardworking members of the BID’s Downtown Ambassador Program. Comprised of two full-time and two part-time seasonal employees, the BID Ambassador team provides a wide variety of valuable services for our Montclair Center business community, including:

- Daily sidewalk and curb line street sweeping provided along all downtown district streets, including operation and maintenance of a “Green Machine.”
- Graffiti removal within 48 hours of incident
- Retail surveys, newsletter and other BID information distribution to over 500 businesses on a routine basis
- Installation of seasonal lamppost banners
- Installation and removal of holiday wreaths and décor
- Watering Bloomfield Avenue sidewalk planters and Church Street plant beds
- Assistance with BID special events, including seasonal reconstruction of and sound engineering at Montclair Center Stage
- Powerwashing of sidewalks upon request and availability of water source
- Escorting business owners to their cars or for bank deposits after hours upon request

The days of litter filled sidewalks and weed choked tree pits are long behind us, but it remains a priority and challenge for the BID each and every day. The BID has long recognized a clean and safe shopping environment to be one of the most critical components of any thriving downtown destination. First impressions can become lasting ones, and even the perception of an unsafe or unclean shopping environment will cause downtown patrons to reconsider future visits.

As important a function this team plays in keeping our downtown streets looking great, they play an equally vital role inside our district's shops and restaurants. With over 300 restaurants and retailers located throughout the BID footprint, our ambassadors serve as a direct liaison between the BID office and the hundreds of business owners we serve. Their routine interaction and familiarity with our district shopkeepers has provided the BID with a very effective interactive mechanism for relaying questions and expressing concerns between the local business community and our office., We wish to recognize and thank team members Dylan Blackwell and Jonathan Warren for the incredible work they do for and with our Montclair Center community all year long.

### **Visual Improvements Committee**

Since its inception seven years ago, the BID has dedicated significant time and resources towards improving the landscape and streetscape of the central business district. Over the past few years, the BID's Visual Improvements Committee has overseen the installation of brand new trash receptacles, public benches, lamppost banners, bus shelters, seasonal décor, street signs, and attractive sidewalk planters throughout Montclair Center. 2008 was no exception, as new programs and expansion of existing ones helped keep our downtown looking better than ever.

#### ***Bike Racks***

In April, the BID installed the downtown's first bike racks at designated locations throughout Montclair Center. A total of 4 helix style and 18 hitching post style racks were mounted at spots along Bloomfield Avenue, Church Street, Glenridge Avenue and at Crane Park. These racks provide a free, secure, convenient place for local cyclists to park and enjoy the downtown while leaving their cars at home. The BID wishes to thank Township Engineer Kim Craft and Community Services Director Steve Wood for their tremendous assistance with the advancement and completion of this much needed project.

#### ***Sidewalk Planters***

The BID's purchase of 12 additional sidewalk planters in 2008 brought the total number of these charcoal colored containers festooning Bloomfield Avenue to 50. Initiated in 2006, the BID's sidewalk planter program has been praised for the very positive impact it has made on the overall downtown landscape. Additional planters are budgeted for installation by the BID in 2009 and the program is likely to expand to some downtown side streets as well. Planting services are provided by Garden's Gate Landscaping and watering is supplied by BID staff members.



In addition to the sidewalk planters, members of the Montclair Garden Club continue to landscape and maintain the brick plant beds located along Church Street and at the 6 Corners intersection. The BID wishes to thank and recognize these dedicated volunteers for the countless hours they dedicate each and every year to help beautify our downtown district.

### ***Banners***

The BID continued to operate and maintain the downtown's lamppost banner program in 2008. Started by the BID in 2003, these distinctly styled banner sets are switched by BID staff three times annually to reflect the current season (winter, spring/summer and fall). The BID is making preparations to design and create brand new seasonal banners in 2009 to reflect our updated branding campaign. Additionally, the program will be expanded to include banners promoting some downtown not-for-profit organizations and their upcoming events.

### ***Façade Improvement Grants***

The BID's façade improvement grant program continues to provide direct assistance to business and property owners seeking to enhance their building frontage. In 2008, 3 grants were awarded by the BID to downtown proprietors towards awning, paint and signage upgrades. Coupled with Essex County's façade grant funds, these programs have provided valuable incentive and encouragement for BID owners seeking to invest in exterior improvements.

### ***Holiday Décor***

The BID once again organized and implemented Montclair Center's seasonal décor program in support of the holiday shopping season. Large wreaths were affixed to lampposts along Church Street as well as along Bloomfield Avenue between Gates Avenue and the Art Museum. Lighted snowflakes were attached to poles east of Lackawanna Plaza as well as along Glenridge Avenue. The lack of power outlets atop the poles donning wreaths continue to prohibit the BID from installing electrified décor in other areas. The BID also enhanced its sidewalk planters and plant beds at the 6 Corners with attractive seasonal landscaping. The BID plans on expanding this program in 2009 through a cooperative partnership with the Montclair Arts Council with hopes of producing new seasonal decorations designed by local artists.

### ***South Park Street***

The BID has long advocated for the rebuilding of South Park Street between Bloomfield Avenue and Church Street as a more pedestrian and retail friendly outdoor destination with a "town center" appeal. BID president and local architect Erik Maran continues to draft design concepts for the project and looks forward to presenting a variety of formal ideas for consideration and advancement in 2009.

The BID also wishes to thank Kim Craft and our township officials for completing the repaving of South Park Street between Church Street and The Crescent. This much needed street rehabilitation was long awaited and greatly appreciated by area residents and business owners alike.

### ***Marketing & Special Events***

One of the primary objectives of the BID has been the development of sophisticated branding and marketing initiatives aimed at promoting Montclair Center as a competitive retailing and dining district. Since 2003, the district has sponsored a wide variety of events and promotions which have drawn thousands of shoppers to our downtown streets and shops. Our moniker as "The Montclair Mile" continues to be referenced in NJ Monthly, the NY Times and countless other publications praising our downtown's reputation as of the region's most beloved shopping, dining and entertainment destinations. Under the direction of our Restaurants and Retailers Committee (R&R Committee), the BID was able to execute a wider variety of special events and marketing programs in 2008 than in any prior year.

### ***Montclair Center Stage***

The BID's third season of free summer concerts was undoubtedly our best to date. Initiated by the BID in 2006, the Montclair Center Stage music series was created to help support weekend shopping in the downtown district and to reinforce our proud reputation as a prime destination for the performing arts.

In 2008, the BID produced a total of fourteen Sunday afternoon (4-6PM) and seven Friday evening (7-9PM) shows attracting over 3,000 concert goers between mid June and mid September. Featuring a wide variety of musical genres ranging from jazz to soul to bluegrass, the MCS concerts have demonstrably had a positive impact on business during the warm weather months and have quickly become an important component of the downtown summer experience.

It is through our corporate sponsors that the BID is able to produce this fabulous concert series at little or no cost to district members. In 2008, over \$25,000 was pledged by Bangz and the Wellmont Theater to help make this past season possible. The BID wishes to recognize and thank these benefactors for their very generous support. We couldn't have done it without you! Special thanks as well to stage designer Kevin Lee Allen, Community Services Director Steve Wood and Pat Sexton from Montclair's Shade Tree Division for their tremendous work.

### ***Spring Sidewalk Sale***

The BID's sixth annual Montclair Center Spring Sidewalk Sale was held on Saturday, June 14th with great success. Extensive BID sponsored advertising, kids' events, live music, incredible sales and beautiful weather were instrumental in drawing hundreds of visitors and bargain hunters downtown for the day. In addition to closing Church Street to vehicular traffic, the BID this year created a second staging area for the day at Crane Park, located at the corner of Glenridge Avenue and Lackawanna Plaza. Additional activities and performances scheduled at the park provided family-friendly incentives to visit our burgeoning business community in eastern areas of the downtown shopping district. Many thanks to members of the BID's Restaurant and Retailers Committee for their countless volunteer hours helping us prepare and execute this treasured annual occasion.

### ***Crane Park Festival***

Named for the park bearing his name, this innovative BID event is a special celebration of both this oft-forgotten little urban oasis and the burgeoning business community that surrounds it. Over the past several years, Montclair Center east of the 6 Corners has slowly but assuredly redefined itself as one of the downtown's most desired retailing destinations. The Crane Park Festival provides the perfect showcase for the many wonderful shops and restaurants which call this neighborhood home.

Ordinarily scheduled for the last Saturday in September, this year's Crane Park Festival was rescheduled for October 4th due to rain. The day featured sales, food and give-aways by dozens of "east end" businesses, live music, kids' activities and demonstrations ranging from taekwondo to Brazilian dance. And despite morning rain on the rescheduled event date, the sunshine returned by noon and the crowds weren't too far behind. We again wish to thank Jeanette Lauture and members of the R&R Committee for their very hard work on this equally revered event. And again we would like to thank Steve Wood and the Department of Public Works for their help with the event preparations and cleanup.

### ***Shopping & Dining Guides***

In September, the BID unveiled its newly updated version of the very popular Montclair Mile shoppers guide and Montclair Center dining guide. These handy brochures feature a brand new design and include valuable information on downtown shops, restaurants, events, parking and more. 50,000 copies of each



guide were printed and continue to be distributed to local businesses and area hotels. The cost for the design and production of both the dining and shopping guides was covered by a \$16,000 grant obtained by the BID through the New Jersey Office of Travel and Tourism. Our thanks to NJOTT for their approval of our application and the tremendous support provided. And a very special thanks to our graphic designer Donna Lehner of Lehner & Whyte Design for her endless contributions to this and countless other BID initiatives.

### ***BID Web Site***

In October, the BID contracted with local web specialists L Form Design to rebuild the BID website from scratch. The site ([www.montclaircenter.com](http://www.montclaircenter.com)) has existed as a valuable resource for locating downtown businesses online, but the design and much of the information had become outdated. The updated site will feature a new design and include a user-friendly database of downtown shopping, dining and entertainment offerings. Free copies of the new downtown shopping and dining guides will be made available for download on the site as well. We expect to go live sometime in mid-February 2009.

### ***Cooperative Advertising***

The economic nosedive of 2008 quickly made its way from Wall Street to Church Street, and retailers throughout Montclair Center correctly became concerned. During the spring, the BID met with a handful of our downtown's savviest business owners to discuss a first of its kind cooperative ad campaign in support of the district as a retailing destination. The group proposed securing a full page ad in three fall editions of the Sunday NY Times New Jersey section. The cost would cover equally between all participating retailers, and the BID agreed to donate the ad's professional design services. By September, eighteen businesses plus the new Wellmont Theater were on board and the campaign was ready to launch. The first of these sophisticated ads ran in October with two more following in November and December., A dozen restaurants then secured two co-op ads of their own through the BID, allowing us to publish an adjoining page in November and December featuring some of our finest downtown eateries. At a total cost of \$6,500 per ad, it would have been close to impossible for the BID or any one business to do something like this on their own.

In November, a grassroots coop ad campaign masterfully designed and coordinated by Kelly DelRosso of *semplique* quickly began grabbing headlines of its own. What began as a small collaborative advertising effort among a handful of downtown neighbors mushroomed by December into 60+ participating businesses from throughout town. And what was crafted to be a series of ads and promotions aimed at a local market suddenly became the talk of the regional and national media. By December, stories about the Shop Local Campaign were covered on the pages of the NY Times and in primetime on CNBC and NBC News.

The BID recognizes the value and has witnessed the tremendous benefits of properly coordinated cross advertising promotions with our downtown shops and restaurants. We look forward to building upon these and devising even more innovative advertising strategies in support of our Montclair Center community in 2009 and beyond. We extend our many thanks and gratitude to Kelly for her leadership, expertise and inspiration on both of these magnificent programs.

### **Eastern Bloomfield Committee**

Initiated in 2007 by BID board member and 4th Ward restaurant owner Lian Ferguson, the Eastern Bloomfield Committee was formed to specifically address problems and advance initiatives for Montclair Center's business district east of Lackawanna Plaza. Meetings are comprised of area residents, business owners and property owners and are conducted regularly at Mango's Reggae Café. This committee provides the BID with an ideal forum for soliciting community feedback, concerns and recommendations in an intimate environment. Topics discussed in 2008 included:

- 4th Ward Redevelopment plans & new school
- Façade & signage grants for area businesses
- Pedestrian crossing signage along Bloomfield Avenue
- Longer crossing time at Hartley/Bloomfield pedestrian signal
- Weeds at corner of Maple/Bloomfield

- Fence surrounding Mt. Carmel Church
- Dog waste problem along Montclair Mews
- Public trash receptacles
- Code Violations
- Loitering and other crime concerns

Attendees have discovered the meetings to be informative and productive, and the BID finds itself with a better understanding of this dynamic, diverse community we serve. We extend our many thanks to Lian as well as to Councilor Baskerville for her involvement with this committee and her continued advocacy on behalf of the 4th Ward business community.

### **Wellmont Theater**

In 2008, our downtown community witnessed the spectacular rebirth of a beloved former movie house into a first rate live concert hall. The Wellmont Theater's opening brought with it nationally known music and comedy performers as well as the promise of thousands concert goers strolling around Montclair Center on a regular basis. The BID recognizes the enormity of the theater's arrival and the very positive impact it will ultimately have on the local business community and the downtown district at large. The theater's opening at the height of the holiday shopping season gave the BID the opportunity to introduce, or reintroduce, our Montclair Center business community to Wellmont concert goers. During November and December, BID staff distributed several thousand gift bags containing coupons and offers from downtown businesses to attendees before and after many Wellmont shows.

With the Wellmont's transformation came its share of complaints as well. Neighboring businesses, property owners and residents worked hand in hand with the BID and municipal officials to assuage concerns ranging from idling trucks to monopolization of parking spaces. Wellmont Theater representatives have worked with all of us to improve problems to the best of their ability. We anticipate that the majority of these and other concerns raised to date will be addressed by very early 2009.

Our thanks to Andy Feltz and his partners at the Wellmont for their tremendous investment in our community and for their continued efforts to mitigate issues associated with early growing pains. And a special thanks to Mayor Fried, Councilor Lewis and the Township Council for their time, leadership, and patience on these matters as well.

### **Municipal Coordination**

Our organization has long valued and continues to depend upon a strong working relationship with our township manager and elected officials. Formed as a public-private partnership, the BID recognizes the importance of open communication and mutual cooperation with our municipal leaders when working to produce results and effect change. We wish to thank and recognize Mayor Ed Remsen and members of the outgoing council for their many years of advocacy on behalf of our Montclair community and faithful support for the BID and the downtown district. We also extend our sincere gratitude to Township Manager Joe



Hartnett for his continued support and leadership on behalf of our Montclair Center community as well. Our newly elected mayor and township council have already demonstrated their commitment to advancing downtown priorities and working as partners with the BID. We look forward to working with them in the years to come.

The BID also continued to work directly with many township agencies and departments in 2008 on behalf of the downtown business district.

**Code Enforcement**

- Household and commercial trash placement
- Illegal signage
- Property maintenance
- Retail window coverage
- MHPC compliance

**Planning Department**

- C-1 Zone permitted uses amendment
- Mobil/DeCozen properties
- DCH property
- Grant availability and research
- Main Street NJ application
- Transit Village application
- General information & technical support

**Parking Authority**

- Lot maintenance
- Signage
- Holiday parking

**Community Services**

- Public receptacle maintenance and locations
- Crane Park maintenance
- Center Stage assembly and disassembly
- Bike rack installation

**Police Department**

- Retail safety seminars
- Coordination with BID events

**Recreation**

- Assistance with First Night & holiday tree lighting events

**Engineering**

- Downtown infrastructure planning and coordination with business community
- Assistance with PSE&G, Essex County and other public utilities

**Arts Council**

- NJOTT tourism grant planning
- Assistance with Center Stage bookings
- Assistance with BID event preparation

**Join A Committee!**

The BID always encourages and depends upon volunteers from within our Montclair Center community get involved with one or more of our organization's many committees.

**Visual Improvements Committee**

- Streetscape Enhancements
- Landscaping Programs
- Zoning & Redevelopment

**Restaurants & Retailers Committee**

- Event Planning
- Marketing & Advertising
- Business Surveys
- Ground Floor Retail Issues

**Eastern Bloomfield Committee**

- 4th Ward Business and Residential Issues

**Quality of Life Committee**

- Code Enforcement
- Public Safety
- BID Ambassador Staff

**BID Advisory Committee (Coming Spring 2009)**

- Interactive Feedback Between BID and Montclair Residents
- Guest Speakers and Monthly Topics for Discussion
- General information and Q&A sessions



---

**MontclairCenter.com**

**Business  
Improvement  
District**

7 North Willow street, Suite 4A  
973.509.3820 p 973.509.3822 f  
**[www.montclaircenter.com](http://www.montclaircenter.com)**