

ANNUAL REPORT 2015



Introduction

2015 was another very successful year for the Madison Downtown Development Commission (DDC). This report provides a detailed overview of the year's activities and accomplishments. It will also, provide a look forward at new ideas and ways to continue to improve and build on past successes.

Created in the early 1980's to support the downtown, the DDC is primarily a volunteer organization comprised of Mayor appointed Commissioners representing various constituencies. The DDC has had varied leadership/support positions funded by the Borough over the years. For many years a dedicated Downtown Manager was in place, that position evolved into the Main Street Executive Director with associated higher level responsibilities. In the last few years the position has been subsumed in the responsibilities of the Assistant Borough Administrator. As this position itself is now in transition, the Borough's future support will need to be reevaluated in the coming year. In 2015 administrative duties and responsibilities were assumed by the Program Director. This position was filled on a volunteer basis in 2015 and this arrangement will continue into 2016.

At the end of this report the reader will find an addendum that includes a sampling of presentations, financial information and other documents that reflect the year in review. All 2015 meeting agendas and minutes are available in the Agenda Center on the Downtown Development page on rosenet: <http://www.rosenet.org/AgendaCenter/Downtown-Development-Commission-7>

Respectfully submitted,

Lisa Ellis
Program Director
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The Downtown Development Commission was initiated by Mayor Elizabeth Baumgartner and the Borough Council in October of 1981, following a study by Projects for Public Space, funded through a Dodge Foundation Grant.

In This Report

- Review of All Committees, Events and Activities
- Recommendations for 2016
- Review of administrative practices
- Addendum Includes many associated documents. Full size versions are available by contacting the DDC Program Director.
- 2015 Agendas and Minutes can be found on the DDC page on rosenet.org



GOALS...

This list of goals emerged from the survey analysis and were part of a presentation at the February meeting. (See addendum exhibit 1:2 for full presentation)

1. Formalize committee structure revision:

- ◆ **Public Improvement** (incorporate Parking & Redevelopment)
- ◆ **University Relations**
- ◆ **Sign & Façade**
- ◆ **Marketing-Branding**

2. Sign up commissioners for these committees.

3. Ask committees to meet between February and March meetings to set goals, confirm chairs.

4. Assign ownership of new initiatives and tasks to committees.

5. Update/evaluate status of ongoing projects:

- ◆ Taste of Madison
- ◆ May Day
- ◆ Bottle Hill Day
- ◆ Farmers' Market
- ◆ DDC/MACA Sidewalk Art Gallery & Gala
- ◆ Drew University Town Tour
- ◆ Sidewalk Sounds
- ◆ Friday Night Concert Series
- ◆ Historic Town Tour
- ◆ Wayfinding
- ◆ Theatre Marquee
- ◆ Scavenger Hunt

New Year ~ New Vision

In late 2014 the DDC decided to embark on a visioning/planning process driven by the desire to clarify its focus and re-energize our mission. A comprehensive survey was distributed and twenty responses were received, compiled, and analyzed. The complete analysis of the survey results was presented at the DDC meeting on January 15th. (See addendum exhibit 1:1 for full presentation)

The initial survey included the following questions:

1. Thinking at a very high level, should the DDC alter its mission in anyway or focus on other broad areas?
2. Name any new committees you think the DDC should establish
3. Name any new programs or initiatives you think the DDC should launch
4. Name any specific improvements or changes you think the DDC should adopt
5. Looking at the current list of projects and committees, what specific changes or improvements to existing committees/programs would you suggest?
6. Do you have any suggestions for new fundraisers or opportunities to improve fundraising within the DDC's existing programs?

After thorough analysis of the survey responses, the data was converted into actionable items. Gleaning these simplified lists from 200 thoughts expressed in close to 20,000 words, was not an easy task. Nor was it an exact science, and simple repetition of an idea or concept was the primary criterion used for the sort.

A list of four potential new Committees and one of a dozen new Initiatives/Projects was derived from the survey results. Subsequent to the January meeting this list was entered into a simple survey for the Commissioners to then rank. The DDC Executive Board reviewed the results of the secondary survey and created a list of goals for 2015 that was presented to the full Commission at the February meeting.

In addition to the goals on the previous page, this list of Initiatives/Projects emerged as priorities:

#1 - Lobby for increased sidewalk dining and advocate for the consumption of wine and beer in conjunction with sidewalk dining.

#2a - Implement downtown Wi-Fi.

#2b - Partner with FMST/STMB to analyze the condition of downtown street trees, beginning on Waverly Place. Replace trees or shave roots. Work to incorporate electric into the tree pits.

#3 - Between the METC and train trestle create a new park/arts setting with freestanding illuminated stained glass panels and sculpture garden.



Update: Committees, Projects/Initiatives

Early in 2015 the committees were set and committee chairs selected as follows:

PIC (Public Improvement): Mark Fabyanski

University Relations: Carla Brady

Sign & Façade: Craig Erezuma

Marketing/Branding: Eric Range

These committees, with the exception of Sign & Façade, once formed had difficulty establishing regular meeting schedules, that being said work on existing Projects/Initiatives that fell under each committee progressed throughout the year.

In addition the DDC as a whole was able to successfully lobby the Borough Council early in the year to achieve substantive changes to the Sidewalk Dining Ordinance (See addendum 4:6 for the a copy of the ordinance) which now allows for the consumption of wine and beer in conjunction with Sidewalk Dining thus completing #1 on the priority list to the left.

It was the hope that this change would bring more life and activity to the downtown and there has been a positive improvement. The next step will be to see what can be done to encourage greater participation from the restaurants.

The remainder of the Initiatives/Projects on the priority list are in various stages of development. The discussion of Wi-Fi rests at the Borough level as of now. The Waverly Tree project is intrinsically linked to the Borough's potential sidewalk repair project. The proposed new park/arts area to the west of the METC has been explored with professional consultants but is subject to ongoing renovations at the METC.



2015 in pictures...



Committee Highlights

PIC (Public Improvement): Mark Fabyanski

- ◆ Purchased new sound system for Sidewalk Sounds
- ◆ Purchased Adirondack Chairs for events
- ◆ Managed and funded the repairs for the Waverly Clock
- ◆ Purchased decorative event fence panels for use on Bottle Hill Day and the Farmers' Market
- ◆ Purchased planters and tree for in front of the movie theater to help protect the marquee
- ◆ Purchased new white LED holiday lights for the deciduous trees on Waverly Place and arranged to have Ray Massaro of Honor Tree do the installation
- ◆ The Wayfinding Sign Project Pilot was completed (signs pictured above).

University Relations: Carla Brady

- ◆ Organized another successful Drew Town Tour for the incoming freshman class. 377 students were given a tour of Downtown Madison and lunch at a local restaurant.
- ◆ New sign was hung at the Madison Train Station, noting Madison as The Home of Drew University.
- ◆ Drew University scheduled its Family Weekend and Fireworks to coincide with Bottle Hill Day and though Bottle Hill Day had to be rescheduled because of severe weather, Drew was able to reschedule the Fireworks on campus for the postponement date.

Sign & Façade: Craig Erezuma

- ◆ Efforts were made to streamline the approval process and new guidelines written. 23 applications were reviewed. (See addendum exhibit 2:1 or new guidelines and 2:2 for list of applicants)

Marketing/Branding: Eric Range

- ◆ An investigative process of marketing videos and other options began in 2015. Much more to come in 2016!

Events, Activities, Partnerships: 2015 in Review

2015 was another very busy year for the DDC and our partner organizations. The following is a review of all the events and activities - the successes, challenges and recommendations for 2016.

- Scavenger Hunt
- Taste of Madison
- May Day
- DDC/MACA Sidewalk Art Gallery & Gala
- Farmers' Market
- Bottle Hill Day
- Sidewalk Sounds
- Friday Night Concert Series w/METC

Scavenger Hunt - Saturday, March 21st

The Scavenger Hunt was spearheaded by former **DDC Program Director Laura Cole** and was run in partnership with the Madison Area YMCA. The YMCA staff performed the bulk of the organizational, promotional and day-of responsibilities. More than a dozen groups participated and a great time was had by all. (See addendum exhibit 2:3 for event flyer)

The DDC offered some administrative support and day-of help. The weather cooperated and the event could be held outside, though a full plan for an all-inside event had been created.



Gary's Wine & Marketplace presents
Taste of Madison
Monday, March 30, 2015
7pm-9pm
Doors open at 6pm for VIP
Park Avenue Club
184 Park Avenue, Elorham Park

Valentine's Day Special
Buy 2 VIP tickets for \$150

Thursday, February 12th through Monday, February 16th
VIP tickets regularly \$100 each
Available to the first 100 tickets purchased only
For more information or to buy tickets go to www.tasteofmadison.org
Tickets can also be purchased at Gary's Wine & Marketplace



Taste of Madison - Monday, March 30th

The Taste of Madison Committee is a partnership between the Rotary Club of Madison, the Madison Downtown Development Commission and the Madison Area Chamber of Commerce and the proceeds of the event are split between the entities. The event was again held at the Park Avenue Club. **DDC Vice Chair Maureen Byrne** again served as one of the event chairs.

This annual event features a Silent Auctions, Tricky Tray and a 50/50 raffle drawing. Approximately, 30 local businesses participated in 2015. (See addendum exhibit 2:4 for complete list)

The event attendance was down and so were proceeds. The DDC's share was \$9,000.00 in 2015. The leadership committee evaluated the event and will introduce changes in 2016.

May Day 2015...By The Numbers and in Pictures

"By The Numbers"

130 - Individual and
Corporate Donors.

\$16,000.00 in donations.

157 - Hanging Baskets

910 - Volunteers

300 - Yards of Mulch



May Day - Saturday, May 2nd

The day began once again with the traditional Arbor Day celebration organized by the Madison Shade Tree Management Board. The weather once again cooperated and May Day 2015, under the leadership of **DDC Chairs Suzy Whitehorn, Leslie Lajewski** and **Mark Fabyanski** was a shining success. Planning for the event began in January and sadly included paying tribute to longtime chair, Mara Johnson, who retired from May Day as well as Provident Bank and moved out of state.

The T-Shirt Art Contest (See addendum 2:3) was again held and the response was terrific. Over 100 drawings were submitted by elementary students from St. Vincent's Martyr, Torey J. Sabatini, Kings Road and Central Avenue Schools. The winner, chosen by the committee, was a fourth grader from Torey J Sabatini, Asha Sinha. In addition three Leading the Way Awards were given to the following:

Kay Leary and the Seniors of Madison
Boy Scout Troop 7, Venture Crew 77
Mike Kopas

Sponsorships and donations (See addendum exhibits 2:5, 2:6, 2:7 and 3:1) were as than expected. Donation envelopes were again sent with the utility bills. The proceeds allowed for the purchase of the 157 hanging baskets that in partnership with the Garden Club of Madison grace the lampposts from late spring to late fall annually.

2015 also brought a strengthening of the partnership with The Friends of the Madison Train Station. The group served as an event sponsor and the Train Station is a primary site requiring the participation of a large number of volunteers.

The event after party though scaled back from previous years provided volunteers with some great food including pizza and sandwiches from local restaurants, much needed water for rehydration and a free concert arranged by another partner Madison Music & Arts.

The event is a tribute to Madison's spirit of community and volunteerism and continues to be a successful event for the DDC.

DDC/MACA Sidewalk Art Gallery & Gala

In it's third year, this program reflects the strong and ongoing partnership with MACA (Madison Arts & Culture Association) under the leadership of MACA President and now **DDC Commissioner Deborah Farrar Starker**. **DDC Commissioner Craig Erezuma** (pictured to the right) was also instrumental in bringing this program to Madison. This year a total of 24 banners were hung in the downtown between June and early October. The works were very diverse and were created by a wide range of local artists including Drew University students and even a student from MHS.

The Gala was incorporated into the Bottle Hill Day Beer Garden due exclusively to the fact that Bottle Hill Day had to be rescheduled from October 3rd because of severe weather. This proved to be unsuccessful . The Beer Garden was not the right venue in which to hold the art auction. It will return to a stand alone event perhaps held at the METC in 2016.

The art banners are an attractive addition to the downtown and with some minor improvements its success will continue to grow.



Sidewalk Sounds and Friday Night Concert Series w/METC

Bringing music to downtown has been a growing focus for the DDC. Working with partner organizations including MACA, Madison Music & Arts and the METC (Museum of Early Trades and Crafts), the DDC was able to provide funding, promotion and intern/volunteer support to approximately 30 live musical performances over the course of the summer of 2015. These included Thursday evenings at the Farmers' Market, Saturday Sidewalk Sounds performances and the METC Friday Night Concerts.

New sound equipment helped facilitate the ease of delivering these performances. A wide range of musical styles were showcased and almost all performers had ties to Madison. The performances at the Farmers' Market were well attended and added a great festival vibe to the market. These should be continued in 2016.

The METC Friday Night Concert Series alone brought almost 1,200 people to downtown over the course of the six concerts. The Saturday Sidewalk Sounds performances were the not as successful and it is recommended that in 2016 these be abandoned and instead propose working with the METC to increase the number of Friday Night Concerts.



Madison Farmers' Market

2015 brought major changes to the Farmers' Market. At the regular meeting of Thursday, March 19, 2015, the DDC had an in depth discussion of the potential move of the 2015 Farmers' Market from Green Village Road to Central Avenue between Main Street and Cook Avenue and to return the Market hours to 2:00pm - 7:00pm. These recommendations were sent to and approved by the Borough Council. (See addendum exhibits 2:8 and 2:9). The Farmers' Market was again generously sponsored by Drew University and Gary's Wine & Marketplace and all 2014 vendors returned in 2015. The Market again was financially successful. (See addendum exhibit 3:1)



The move proved to be very successful. Live musical performances were added and proved to be a great addition. Also, in partnership with the Madison Chamber of Commerce a weekly feature called "Look Good, Feel Good Madison" was created. This featured local businesses in the health, wellness and beauty field. The market also featured almost weekly Pop-Vendors including local non-profits and businesses.



New marketing initiatives were implemented this year. A "Frequent Shopper Card" was a big hit with shoppers. Distribution of samples of Kettle Korn were less successful. A weekly newsletter was sent alerting patrons to special events and featured musical performances.



Though the former market manager resigned after the first week of the season, with intern support, the elevation of **Miranda Breau** to Market Manager and coverage by the DDC Program Director and the countless volunteer hours given by **DDC Secretary John Hoover** ensured that the Market was well staffed and managed.



The recommendations for 2016 included continuation of musical performances and the "Frequent Shopper Card" but the primary goal will be to add 4-5 new and varied vendors to the Market.



Bottle Hill Day

Despite the best efforts of Hurricane Joaquin, Bottle Hill Day 2015 was a tremendous success. The event was rescheduled from Saturday, October 3rd to Saturday, October 24th due to forecasted high winds associated with the hurricane. (See addendum exhibits 2:10 and 2:11 for associated documents)

Bottle Hill Day 2015 featured expansion onto Kings Road which proved to be very successful. The Beer Garden which was again organized by **DDC Chairman Russel Stern, Vice Chair Mark Fabyanski** and **Commissioner Mike Kopas** (pictured to the left) and it did very well in it's new location on Kings Road and with its expanded hours, staying open until 7:00pm.

Vendor participation increased again in 2015, and featured approximately 250 vendor booths. Sponsorship came in at an all time high and overall the event was the most successful to date. (See addendum exhibit 3:1 for a financial summary). Bottle Hill Day also continues to grow as a premier music festival. Live music was featured on four stages all day thank to the help of our partners at MACA and Madison Music & Arts. Originally five stages were planned but the postponement necessitated a return to four. New stage banners were created to include the names and/or logos of the individual Stage Sponsors.

The expansion onto Kings Road also allowed for the inclusion of a secondary amusement area on the Hartley Dodge Memorial lawn in addition to the Fun Zone located at Central Avenue School.

This event is an enormous undertaking and requires cooperation with the Borough Council, Department of Public Works and Emergency Services Departments, primarily the Madison Police Department. Its continued success depends on this level of cooperation.

In 2016, it is recommended that the DDC work more closely with the Madison Chamber of Commerce to integrate the their Car Show more effectively into the whole of Bottle Hill Day. It was the intent to do this in 2015 but the weather forced the cancellation of the Car Show and it was not able to be rescheduled.

In addition, the possibility of further expansion on Kings Road eastward toward Prospect Street should be considered. It is noted that infrastructure provisions including portable toilets and more heavy duty barricades must be increased. It is also recommended that the addition of a "Hurricane" date be considered.

Thank You to Our Sponsors!



Bits and Briefs:

Merchant of the Month Awards

As in the past, Merchant of the Month Awards were presented on alternating months by the Madison Chamber of Commerce and the DDC. In 2015 the DDC made the following presentations:

- Blue Wazabi - April
- Tons of Toys - June
- Nicky's Firehouse Italian Restaurant - August
- Madison Discount Tire Center - December

After discussions with the Chamber, this program will continue through February of 2016 and then it is being recommended that a new, more meaningful program for merchant recognition be developed to replace it.

Madison Magazine

After a spending a good deal of time in 2014 writing articles, collecting photographs and working hand in hand with Town Square Publications the bi-annual Madison Magazine made its debut in early 2015. At the end of May, Patrick Mc Granaghan of Town Square presented representatives of the DDC and Chamber with royalty checks for the advertising in the issue. The DDC received a check for \$3,665.25. The magazine is distributed to local outlets and is free to the consumer. It is a great promotional tool for the community.

Love Madison Shop Madison

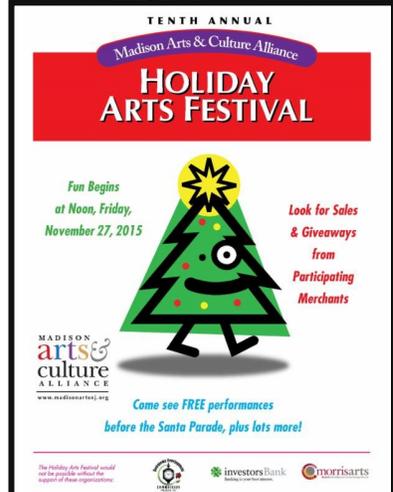
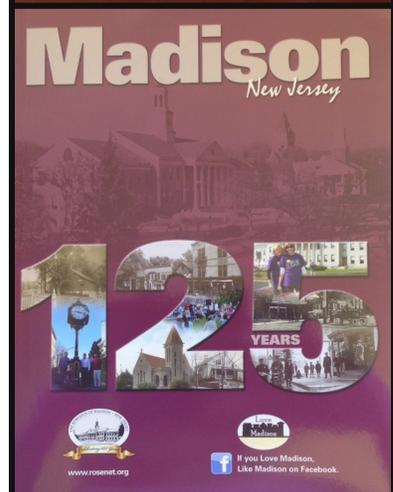
In 2015, this initiative was furthered through the sale of plastic bags to the merchants and the distribution and sale of magnets. 136 cases of 500 bags were sold and delivered and the combined proceeds from bag and magnet sales totaled \$3,530.00. (See addendum exhibit 3:1 for more details)

Madison Christmas Parade

The annual Madison Christmas Parade was held on the Friday after Thanksgiving, November 27th. The DDC again participated with several commissioners walking or riding in decorated vehicles. The DDC purchased candy with the packages imprinted with the DDC logo which was handed out on the parade route.

Madison Holiday Arts Festival

The DDC made a donation to MACA in the amount of \$3,000.00 to help support the Madison Holiday Arts Festival, which was also held on the Friday after Thanksgiving, November 27th. This festival features live musical performances throughout the day in various venues downtown. In addition, promotion of the event was also done through DDC associated resources.



- 5) Expanded the DDC's reach through new advertising programs with TAP Into Madison and Discovery Maps. The Madison Eagle continues to promote the DDC through favorable placement of press releases, articles and the Bottle Hill Day insert). A new relationship with Vicinity Magazine has also been established in partnership with the Chamber.
- 6) Communication has improved to the DDC and to the community at large.
 - + Regular and timely reminders for events and meetings were distributed to the DDC.

★ A monthly newsletter for I Love Madison NJ was created and distributed to all contacts in the Constant Contact database. Total is over 4,000 contacts. New contacts are added through sign-ups collected at events. Constant Contact was also used for the weekly Farmers' Market Newsletter and promotional pieces for all special events. Between 70-75 communications over the course of the year.

★ I Love Madison NJ Facebook page has been developed into a very useful communication tool. On December 1, 2014 the page had 2,306 followers as of 1/18/16 the page now has 3,444 and is growing by 15-20 on a weekly basis. To put this in perspective here are the numbers similar pages: Summit - 1706, Morristown - 2330, Cranford - 3324, Somerville - 5453. The reach of individual posts has been increased dramatically as well. (See addendum exhibit 4:4 for a report on Facebook activity). One post in November reached over 11,000. A goal for 2016 is to further expand the use of other social media tools including Instagram and Twitter.

We have also had great success of late with some fairly low tech videos on Facebook. The latest one had over 8,000 views!



https://www.facebook.com/ilovemadisonni/videos/vb.90554363003/10153316810178004/?type=3&video_source=pages_video_set



https://www.facebook.com/ilovemadisonni/videos/vb.90554363003/10153356236613004/?type=3&video_source=pages_video_set



- ## The Program Director - Potential 2016 Goals
- 1) Help facilitate Downtown Study process and outcomes.
 - 2) Complete the update of the DDC webpage.
 - 3) Re-establish the listing of commercial vacancies.
 - 4) Work with the Marketing Committee on promotional initiatives and on the creation of an updated welcome package for new business (See addendum 4:5 For an example from Somerville, NJ)
 - 5) Work with Sign & Façade Committee to further refine process. Update application and create a "Sign Book" which will include a walk through the process and examples of best practices.
 - 6) Expand effective use of Social Media tools.
 - 7) Investigate the potential for the use of over street banners at the gateways or other locations for events and other promotional purposes.
 - 8) Investigate the potential for the establishment of some type of renovation matching grant program.
 - 9) Follow-up on all 2015 goals.
 - 10) Provide a higher level of support for all standing committees.

2015 DOWNTOWN DEVELOPMENT COMMISSION

Chairperson: Russell Stern

Vice Chairperson: Maureen Byrne and Mark Fabyanski

Treasurer: Brad Cramer

Secretary: John Hoover

Member-at-Large: Craig Erezuma

Robert H. Conley, Mayor - Public Official

Astri J. Baillie, Council Liaison

Susan Whitehorn, Owner/Merchant/Landlord

Jim Hollenbach, Owner/Merchant/Landlord

Peter R. Flemming, Sr., Planning Board Representative

Leslie Lajewski, Board of Education Representative

Michael Kopas, Higher Education Representative

Carla Brady, Not for Profit Representative

Larry Jasen, Giralda Farms Representative

Marsha Ann Zimmerman, Chamber of Commerce Representative

Deborah Farrar Starker, MACA Representative

Eric Range, at Large Member

Barb Short, at Large Member

Garry Herzog, Media Representative

James Burnet, Ex-Officio



DDC PROJECTS, PROGRAMS AND PARTNERS



2015 NEW YEAR ~ NEW VISION DDC GOAL SETTING PRESENTATION

where we are now...where do we want to be?

"A volunteer is a person who can see what others cannot see; who can feel what most do not feel. Often, such gifted persons do not think of themselves as volunteers, but as citizens - citizens in the fullest sense: partners in civilization." -George Herbert Walker Bush

where we started...

The Downtown Development Commission was initiated by Mayor Elizabeth Baumgartner and the Borough Council in October of 1981, following a study by Projects for Public Space, funded through a Dodge Foundation Grant.

- The purpose of the Commission as defined in the Borough Code Section 15-1 include:
- To study the future of the downtown district in regard to its economic growth and development.
 - To develop plans for the redevelopment of the downtown district (§ 15-1.1 below).
 - To advise the downtown community on improvements requiring private sector action.
 - To advise the Mayor and Council on improvements requiring local government action.
 - To coordinate redevelopment activities in the downtown district and foster closer working relationships among all interested segments of the Madison community.
 - To analyze and plan for the impact on the downtown district of potential redevelopment in the Borough.

MISSION-PURPOSE-GOALS-OUTCOMES

In late 2014 the DDC decided to embark on a visioning/planning process driven by the desire to clarify our focus and re-energize our mission. A comprehensive survey was distributed and twenty responses were received, compiled, and analyzed. That analysis, presented here tonight, will help us formulate clear, concise goals.

desired outcomes:

- A list of reasonable attainable goals for 2015.
- Clarity of purpose and processes.
- Increased engagement and participation.
- New and enhanced partnerships.

Process flow: SURVEY → ANALYZE → DISCUSS → PRIORITIZE

where we are...

EXISTING COMMITTEES

- Public Improvement:** This committee focuses on improving the streetscape and public spaces in the commercial district. They also support the Month of the Month program as a partnership with the Chamber of Commerce.
- University Relations:** This committee works to strengthen the connection between the University and downtown. One of their largest initiatives is the University Town Tour Program, which brings new university students into Madison for a tour of our downtown.
- Parking:** This committee seeks ways to improve available shopper parking in the downtown.
- Signs & Facade:** As part of the zoning process for businesses, this committee reviews all sign applications within the Borough.

- #### EVENTS-PROGRAMS-INITIATIVES
- Taste of Madison w/Chamber & Rotary
 - May Day
 - Bottle Hill Day
 - Farmers Market
 - DDC/MACA Sidewalk Art Gallery & Gala
 - Drew University Town Tour
 - Sidewalk Sounds
 - Friday Night Concert Series w/METC
 - Shop Madison Program (bags, buttons, etc.)
 - Social Media (Facebook, E-blast, etc.)

"I think the plate is pretty full right now."
~ Survey Comment

- Historic Town Tour
- Wayfinding
- Theatre Marquee
- Downtown Wi-Fi
- Scavenger Hunt

PROJECTS IN DEVELOPMENT

who does what and how...

Some of the actionable items to be completed by Administrator/Director in 2015

- Work to reestablish University Relations Committee involving Drew, FDU & CSE
- DDC Annual Report
- New Commissioner Orientation
- Internal DDC Newsletter
- Refine Signs & Facade Process
- Improve all aspects of DDC communication
- Support the administrative needs of all Committees

SUGGESTIONS FROM THE SURVEY

- Pick no more than 5 key strategic priority areas and organize no more than 5 commissioner committees against them.
- Regular committee meetings should be set and attendance expected. The work of the committees should be conceptual and advisory and everything reported back to the commission as a whole.
- Volunteer program needs to include contact with volunteers on a regular basis to keep them engaged.
- All DDC commissioners required to sit on or chair a committee and be an active, engaging, and enthusiastic participant. Must attend all meetings. Hold all commissioners accountable for their attendance.
- Provide a complete calendar of all activities including name, owner, and date started, planned completion and status. Assign each commissioner to at least one Committee.
- We need to establish a playbook for all events and programs so all Commissioners and DDC volunteers and support staff can familiarize themselves with the process.
- We need better follow-up of events and programs. Follow-up meetings should occur shortly after the function to determine whether to proceed and how to improve.
- We also should not look to raise money for the sake of raising money. We need to have concrete goals and set our fundraising goals with the fulfillment of them in mind. Review balance sheet/finances at every E-board meeting. Discuss best use of available funds.
- Advance our partnerships and seek to enhance and promote the overall community of Madison as a place of quality education, sports, music, the arts, senior activities, pre-school activities, unique restaurants and shops, a vibrant Norman Rockwell downtown, and its exceptional volunteer spirit.
- Foster relationships with the planning and zoning board as well as the Chamber. More merchant friendly initiatives are needed.

where do we want to be...

- After thorough analysis of the survey responses, the data has been converted into actionable items. Gleaning these simplified lists from 200 thoughts expressed in close to 20,000 words, was not an easy task. Nor was it an exact science, and simple repetition of an idea or concept was the primary criterion used for the sort.
- A list of four potential new Committees and one of a dozen new Initiatives/Projects have been created and presented on subsequent slides.
- After tonight's presentation, a digital survey that will allow everyone to rank and thus prioritize both the committees and the initiatives/projects will be distributed. The deadline for response will be January 26th.
- The Executive Board will meet on February 3rd and 10th to review the new survey data. The E-board will then create a set of clear goals for 2015 for presentation to the full Commission at the meeting on February 19th.

where do we want to be...

Merchant Relations/Recruitment Committee

Potential Tasks and Responsibilities:

- Establish a liaison position to the Chamber of Commerce.
- Create a New Business Welcome Program.
- Economic development research, analysis and planning.
- Merchant/Landlord outreach, including education and guidance.
- Promote Madison as a great place for business.

Outreach/Communications Committee

Potential Tasks and Responsibilities:

- Volunteer Recruitment and activities.
- Create and monitor a Community Calendar.
- Instruct director to create a weekly internal newsletter.
- Complete Overview and Revamping of Sponsorship Process.

POTENTIAL NEW COMMITTEES

Marketing/Branding Committee

Potential Tasks and Responsibilities:

- Develop a marketing plan with milestones, goals, and a calendar detailing the messages and press releases that will be issued to support current and existing programs.
- Find ways to expand social media and email reach.
- Work with chamber to develop programs to encourage people to come downtown.
- Support existing programming that brings people downtown.

Event/Entertainment & Arts Committee

Potential Tasks and Responsibilities:

- Work with MACA/MMA and other partners on Sidewalk Sounds and Sidewalk Art Gallery.
- Research and evaluate the viability of new events.
- Work with Chamber of Commerce and other partners to make sure any new event is supported.
- Support existing events.

where do we want to be...

POTENTIAL NEW INITIATIVES/PROJECTS

- Sign and Facade Scholarship
- Investigate the purchase of a portable stage for internal usage as well as for renting to other communities.
- Investigate a speaker system for downtown.
- Lobby for increased sidewalk dining and advocate for the consumption of wine and beer in conjunction with sidewalk dining.
- Promote the need for continuing improvements to and expenditures on shoppers' parking lots.
- Implement downtown WIFI.
- Between the Museum of Crafts and Early Trades and the Main Street train trestle create a new park/arts setting with freestanding illuminated stained glass panels. Partner with MACA, to establish a sculpture garden among the stained glass panels.
- Partner with FMST to analyze the condition of downtown street trees, beginning on the Waverly Place. Replace or shave buttress roots so uplifted paver blocks can be re-set to grade. Work to incorporate electric into the tree pits.
- Start the planning process to have the Revolutionary War reenactment event in Madison for 2016. It should span from Drew to MJS along Main Street.
- Create and market a high dollar raffle.
- Develop a line of products to sell, including re-usable shopping bags that publicize the Madison Merchants.
- Plan and execute a Downtown Madison 5K Run that commences and ends downtown and continues to Staples Plaza and back to Waverly area.
- Create a "Parking App" and other collateral to promote parking.

"Setting goals is the first step in turning the invisible into the visible." -Anthony Robbins



DDC COMMITTEE AND INITIATIVE/PROJECT SURVEY JANUARY 2015 REPORT

Presented: February 19th, 2015

Q2: Of the four potential new Committees would you be willing to volunteer for? Please feel free to choose more than one.

POTENTIAL NEW COMMITTEE	NUMBER OF VOLUNTEERS
Merchant Relations/Recruitment	6
Marketing/Branding	6
Outreach/Communications	6
Event/Entertainment & Arts	7

Q3: Of the four existing Committees, which would you be interested in volunteering for? Please feel free to choose more than one.

EXISTING COMMITTEE	NUMBER OF VOLUNTEERS
Parking and Redevelopment	3
Public Improvement	9
University Relations	8
Merchant Relations	8
Signs and Façade	5

Q4: DDC has several standing or planned activities which could always use additional support. Which ones would you be interested in helping with? Please feel free to choose as many as you like.

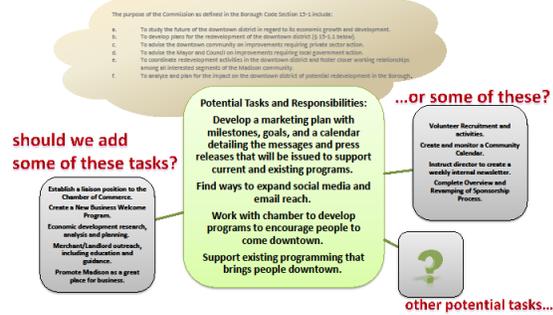
STANDING OR PLANNED ACTIVITIES	NUMBER OF VOLUNTEERS
Bottle Hill Day	11
Drew University Town Tour	9
Farmers' Market	4
Historic Walking Tour	5
May Day	10
Scavenger Hunt	2
Sidewalk Art Gallery and Gala	6
Sidewalk Sounds	4
Taste of Madison	8

Q6: Are there any additional Committees or Initiatives/Projects that you believe the DDC should consider in the future?

- Continuous sidewalks on Madison Avenue/Main Street to bring foot traffic to downtown. Currently no sidewalk west of Drew.
- Hiring an outside consulting firm to help bring strong businesses to Madison that help tie in our mom and pop shops and complement each other.
- Develop a rotating program of restaurants that serve lunch and early dinners for the benefit of seniors.



What does a DDC Marketing-Branding Committee Actually Do?



Introduction: The DDC conducted an internal survey via Survey Monkey in late January 2015. The survey asked a limited series of questions aimed at narrowing options regarding committee structure and potential new initiatives, and also allowed the commissioners to volunteer for new and existing committees, events and initiatives. 17 responses were received. The results are as follows:

Q1: Please rate these four potential new DDC Committees in order of preference:

	First Choice	Second Choice	Third Choice	Last Choice	Total
Merchant Relations/Recruitment Committee	23.53% 4	17.65% 3	23.53% 4	35.29% 6	17
Marketing/Branding Committee	52.94% 9	0.00% 0	35.29% 6	11.76% 2	17
Outreach/Communications Committee	5.88% 1	41.18% 7	35.29% 6	17.65% 3	17
Event/Entertainment & Arts Committee	17.65% 3	41.18% 7	5.88% 1	35.29% 6	17

Q5: Below find a list of 13 potential new Initiatives/Projects, please choose your 5 favorite options:

- Sign and Façade Scholarship.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
2	1				3
- Investigate the purchase of a portable stage for internal usage as well as for renting to other communities.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
1	3				4
- Investigate a speaker system for downtown.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
3	1	2	3		9
- Lobby for increased sidewalk dining and advocate for the consumption of wine and beer in conjunction with sidewalk dining.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
8	3		2		13
- Promote the need for continuing improvements to and expenditures on shoppers' parking lots.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
2	1	2	3		8
- Implement downtown WIFI.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
1	2	5	2	1	11
- Between the Museum of Crafts and Early Trades and train trestle create a new park/arts setting with freestanding illuminated stained glass panels and sculpture garden.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
2	1	4	2	1	10
- Partner with FMST to analyze the condition of downtown street trees, beginning on Waverly Place. Replace trees or shave roots. Work to incorporate electric into the tree pits.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
3	2	4	2		11
- Start the planning process to have the Revolutionary War reenactment event in Madison for 2016.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
1	1	1	1		4
- Create and market a high dollar raffle.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
		2	1	3	6
- Develop a line of products to sell, including re-usable shopping bags that publicize the Madison Merchants.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
1	3	1			5
- Plan and execute a Downtown Madison 5K Run that commences and ends downtown.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
	1				1
- Implement downtown WIFI.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
	1				1
- Create a "Parking App" and other collateral to promote parking.

1st	2nd	3rd	4th	5th	UNWEIGHTED TOTAL
1	1	1	1		4

The data provides clear direction...

Q1: The formation of a Marketing and Branding Committee emerged as the clear first choice.

Q5: Of the Initiatives/Projects the ranking was as follows:

- #1 - Lobby for increased sidewalk dining and advocate for the consumption of wine and beer in conjunction with sidewalk dining.
- #2a - Implement downtown WIFI.
- #2b - Partner with FMST/STMB to analyze the condition of downtown street trees, beginning on Waverly Place. Replace trees or shave roots. Work to incorporate electric into the tree pits.
- #3 - Between the METC and train trestle create a new park/arts setting with freestanding illuminated stained glass panels and sculpture garden.

...but what does that direction really look like?

NEXT STEPS...WHAT ARE THE GOALS?

- Formalize committee structure revision:
 - Public Improvement (incorporate Parking & Redevelopment)
 - University Relations
 - Sign & Façade
 - Marketing-Branding
- Sign up commissioners for these committees.
- Ask committees to meet between February and March meetings to set goals, confirm chairs.
- Assign ownership of new initiatives and tasks to committees.
- Update/evaluate status of ongoing projects:

Taste of Madison	May Day
Bottle Hill Day	Farmers' Market
DDC/MACA Sidewalk Art Gallery & Gala	Drew University Town Tour
Sidewalk Sounds	Friday Night Concert Series w/METC
Historic Town Tour	Wayfinding
Theatre Marquee	Scavenger Hunt

Sign & Façade Committee Guidelines | 2015

1. All applications begin with Land Use Administrator - Fran Boardman who will provide the applicant with both the *"Borough of Madison Application for Zoning Permit"* and the *"Borough of Madison Sign Permit Application Addendum"*. Both forms must be completed in their entirety and accompanied by all necessary fees and exhibits and submitted to the Land Use Administrator.
2. Once the application is deemed complete by the Madison Zoning Officer - Frank Russo, the full application will then be sent to the Assistant Borough Administrator, Jim Burnet and Madison Downtown Development Commission, including: DDC Chairman - Russell Stern, DDC Sign & Façade Chair - Craig Erezuma, and DDC Program Director - Lisa Ellis, who are required to forward an endorsed recommendation to the Zoning Officer within a prescribed time frame (usually 8 business days) from the distribution of a 'complete' application from the Zoning Officer.
3. The DDC Program Director will forward the complete application to the entire Sign & Façade Committee including Madison Chamber of Commerce Executive Director - Karen Meyer Giambra and representatives from Historic Preservation Commission, if required.
4. The application will be reviewed by those listed above (in #2) and all requests for additional information will be made to the applicant through the Madison Zoning Officer - Frank Russo or Land Use Administrator - Fran Boardman. At this point it will be determined if the application can be reviewed by the Sign & Façade Committee online or if a meeting with the applicant will need to be scheduled. There will be no communication or outside meetings between the members of the committee and the applicant unless a meeting is scheduled.
5. If a meeting with the applicant and the Sign & Façade Committee is deemed necessary for review, the DDC Program Director- Lisa Ellis will work with Land Use Administrator - Fran Boardman to schedule a meeting. Sign & Façade Committee meetings will be scheduled for Thursday mornings at 9:00am at Hartley Dodge Memorial Building. Committee members should be prepared to hold this date open for these meetings. Madison Zoning Officer - Frank Russo will also attend these meetings as necessary.
6. Though these meetings are relatively informal and the objective is to give helpful guidance and support to the applicant; it is expected that the following protocols be observed by all committee members:
 - a. Members will make the applicant feel welcome and clearly communicate that Sign & Façade review is mandatory but compliance is voluntary.
 - b. Members will arrive on time.
 - c. Members will act professionally at all times; this includes but is not limited to: no cell phone use, no food.
 - d. Members will respect the applicant's time and engage in a professional dialogue focused on the application under review.
7. The Sign & Façade Committee Chair - Craig Erezuma will conduct these meetings and forward an endorsed recommendation to the Zoning Officer. The DDC Program Director - Lisa Ellis will take meeting notes and will work with Chair - Craig Erezuma to provide monthly reports at the DDC Meetings. All files and reports will be held at the DDC Office at Hartley Dodge Memorial.

NAME OF BUSINESS	OWNER/REP	LANDLORD	NEW OR RELOCATION, ETC.	TYPE OF BUSINESS	LOCATION	SIGN & FAÇADE STATUS
Osteria Trevi	Vincent Padula	Lawrence A. Cline (4 Park Avenue Holding LLC)	New	Restaurant	4 Park Avenue	Review Complete
Lashz	Sonya Coretta Miller	Mark Conmy	New	Salon	26 Cook Plaza	Review Complete
Slamwich Scratch Kitchen	Sam Freund	Katherine Kariotakis	New	Restaurant	143 Main Street	Review Complete
Hilltop Bicycle	Sam Cooper	Sam Mantone	New	Retail	15 Kings Road	Review Complete
Flies & Honey Hair Studio	Allison Perry	Rocco Iossa	New	Salon	21 Central Avenue	Review Complete
Celtic Golf	John Irizarry	Nicholas Lardieri	New	Retail/Instructional	19 Central Avenue	Review Complete
Mind Your Body	Loretta Beneroff, Daniel Dalpiaz	Lawrence A. Cline (4 Park Avenue Holding LLC)	New	Fitness	4 Park Avenue	Review Complete
Rocco's	Gino Iossa	Same	Expansion	Restaurant	36 Main Street	Review Complete
Redux and The Market at Redux/ Robert Ubhaus	Robert Ubhaus	Frank Iannarone	New	Restaurant/Market	3 Central Avenue	Review Complete
Madison Mud Clay Studio	Melanie Tomaszewski	Angelo Iossa (B.I.G. Management)	Relocation	Retail/Instructional	6 Main Street	Master Signage Plan?
Healthy Italia	Paolo Nespoli/BNB Import Inc.	Stephen Pagano	New	Retail/Instructional	55 Main Street	
The Color Bar Salon	Joseph and Penni Monticello	Nick Sainato	New	Salon	17 Waverly Lane	Review Complete
Cuozzo Studio for Hair	Joseph and Tanya Cuozzo	Merle Walters	Name Change	Salon	79 Main Street	Review Complete
Body & Brain Yoga TaiChi	John Thompson	Sal Luciano (Sunny Isle Realty)	Name Change	Fitness	44 Main Street	Review Complete
Kienlen Lattmann - Sotheby's International Realty	Jeffrey Fellers	Same as Business	New	Realtor	223 Main Street	Review Complete
Zenful Living - Dr. David Beck Chiropractor	Johanna Jimenez, David Beck	Nick Sainato and John Dalena	Additional Occupant	Fitness and Holistic Health	20 Waverly Place	
Sugar Rush	Andrea Festa Zemblis	Donato Holdings	New	Retail	10 Waverly Place	Review Complete
Selen for Assembly	Tom Basta	Donato Holdings	Temporary	Political	12 Waverly Place	Temporary
Eatalian Bistro	Albertino Moriello	Chen	New	Restaurant	90 Park Avenue	Temporary
Stryxe	Michael Cottone	The Heller Group	New	Bowling Alley/Sports Bar	300 Main Street	Review Complete
Prima	Mark Conmy	Salvatore Luciano	Sign Replacement	Retail	44 Main Street	Review Complete
Grillera - Mediterranean Cuisine	Cem Akyol	91 Park Ave, LLC/ Leichen Chen	New	Restaurant	91 Park Avenue	Review Complete
BaBa's Italian Bakery	Gregory Luque	Debra Cattano	New	Bakery	39 Kings Road	Temporary
Chaise Fitness	Claudis Aarts-Schreiber/Aarts Fitness LLC	Tiro Development Associates LLC	New	Fitness	134 Main Street	Master Signage Plan?
The Music Center	Richard Marks	The Heller Group	New	Retail/Instructional	300 Main Street	Review Complete
Academic Journeys	Maureen McGovern	Angelo Iossa (B.I.G. Management)	New	Retail/Instructional	6 Main Street	Review Complete
Studio Allegro		The Heller Group	Relocation	Retail/Instructional	300 Main Street	Not yet rec'd

MADISON DOWNTOWN SCAVENGER HUNT

Discover and Celebrate the Rose City!

SATURDAY, MARCH 21: SCAVENGER HUNT DAY
Monday, March 9: Deadline for Registration



> Support Downtown Madison & the MADISON AREA YMCA'S Community Mental Health Initiative!

> Go on an adventure through downtown, stopping at 11 locations including historic landmarks!*

> Indoor Scavenger Hunt available at the Family Center.

*Inclement weather: INDOORS only. A determination will be made on Friday, March 20.

For More Information Contact:

Gwen Riddick, Madison Area YMCA Family Center
111 Kings Road, Madison, NJ 07940
(P) 973-822-9622 x2235 (E) griddick@madisonymca.org

madisonareaymca.org



MADISON AREA YMCA



Taste of Madison 2015	Address	Town	Role	Notes	Affiliation
Avenue Travel	62 Main St.	Madison	Taste guest raffle	Raffling \$250 travel voucher. Long-time Taste supporter.	
Begum Palace	300 Main St.	Madison	Food	Long-time Taste supporter.	
Charlie Brown's Steakhouse	522 Southern Blvd.	Chatham	Food	New to the Taste in 2015.	Chamber
Chef Loryn's	250 Main St.	Madison	Food	Long-time Taste supporter.	
Crowley Cupcakes	7 Waverly Pl.	Madison	Dessert	Long-time Taste supporter.	
Drip Coffee	34 Main St.	Madison	Coffee	Long-time Taste supporter.	
Empire Schezuan	258 Main St.	Madison	Food	Long-time Taste supporter.	
Firehouse	15 Central Ave.	Madison	Food	Long-time Taste supporter.	
Gary's Wine & Marketplace	121 Main St.	Madison	Fine wine & spirits	Presenting Sponsor of the Taste of Madison 2015.	
Balthazar Bakery			Food	Assortment of fresh baked breads.	Gary's
Enjou Chocolate			Dessert	Handmade chocolates and sea salt caramels.	Gary's
The Atlantic Ave. Company			Food	Fine tomato sauces.	Gary's
GK's Red Dog Tavern	1 Convent Rd.	Morristown	Food	Long-time Taste supporter.	Rotary
Healthy Italia	55 Main St.	Madison	Food	New to the Taste in 2015.	
Il Mondo Vecchio	72 Main St.	Madison	Food	Long-time Taste supporter.	
Main Street Wine Cellars	306 Main St.	Madison	Wine & beer	Long-time Taste supporter.	
Mexican Spice	25 Cook Ave.	Madison	Food	New to the Taste in 2015.	
Mor Turkish & Mediterranean	91 Park Ave.	Madison	Food	New to the Taste in 2015.	
Park Avenue Club	184 Park Ave.	Florham Park	Food	Also the fabulous venue of the Taste of Madison 2015.	
Pascarella Bros. Delicatessen	34 Watchung Ave.	Chatham	Food	New to the Taste in 2015.	
Poor Herbie's	13 Waverly Pl.	Madison	Food	Long-time Taste supporter.	
Rocco's Tuscany Bar & Grill	30 Cook Plz.	Madison	Food	Long-time Taste supporter.	
Rod's Steak and Seafood Grill	1 Convent Rd.	Morristown	Food	Long-time Taste supporter.	Rotary
Romanelli's Pizza & Italian Eatery	42 Lincoln Pl.	Madison	Food	Long-time Taste supporter.	
Salvatore Minardi Salon	8 Park Ave.	Madison	Dessert	Chocolate fountain with fruit. Long-time Taste supporter.	
Stop & Shop	133 Main St.	Madison	Food	Long-time Taste supporter.	
Whole Foods	222 Main St.	Madison	Food	Long-time Taste supporter.	
Woodland Bakery	650 Shunpike Rd.	Chatham	Dessert	New to the Taste in 2015.	

Taste 2015 Participants.xlsx 03/13/15



May Day

In Madison

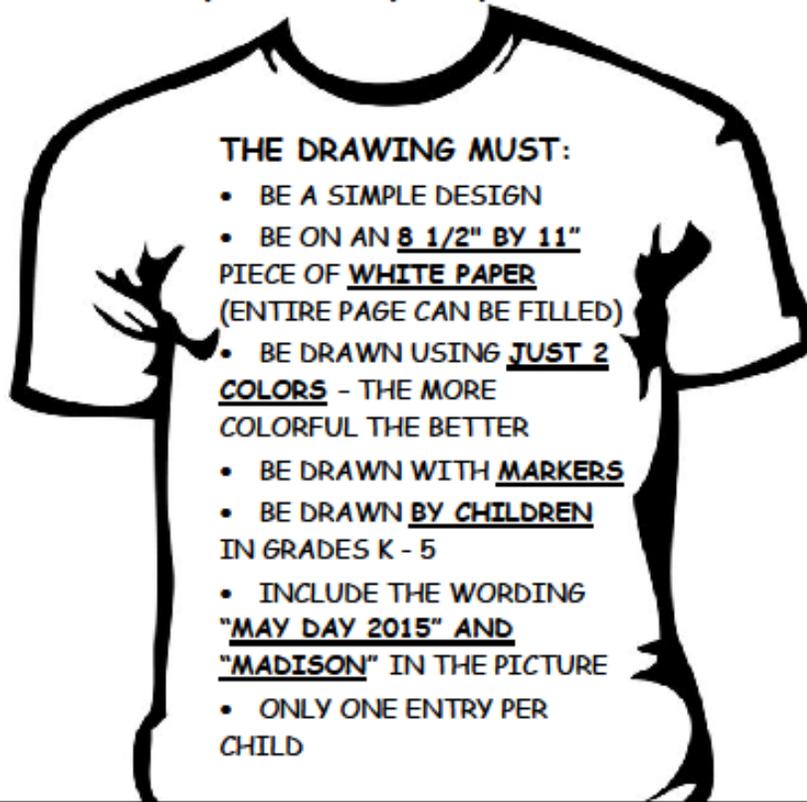
Saturday, May 2, 2015

Contact the DDC to air the final
 ddc@rosenet.org
 201-400-2349

Sponsored by the Downtown Development Commission

T-Shirt Art Contest

Submit a drawing. The winning design will be placed on this year's May Day T-Shirt!



T-Shirt entries should:

1. Include your name, school and grade on back
2. Be submitted to your school's office or to Hartley Dodge Memorial Bldg., 50 Kings Road, Borough Clerk's Office, 1st Floor (M-F, 8am-4:30pm)
3. Be submitted by Friday, March 11th, 2015.

May Day is Madison's town wide clean-up day and is sponsored by The Madison Downtown Development Commission. This year May Day is on Saturday, May 2, 2015, from 8:00am to 12:00 noon. You, your scout troop, school, church and family can volunteer to help by contacting the DDC: ddc@rosenet.org or 201-400-2349



May Day

In Madison

Saturday, May 2, 2015

Contact The DDC to join the fun.
ddc@rosenet.org
201-400-2349

Sponsored by the Downtown Development Commission



The Downtown Development Commission (DDC) is once again sponsoring "May Day in Madison", a town wide beautification day! We hope you will join the fun this year on Saturday, May 2nd and/or make a donation to this wonderful event.

Yes! Place our name on the T-shirt, listed as _____
Minimum donation of \$250 must be received by 3/20/15 to be listed on the T-shirt. (Approx. 1,000 T-shirts will be printed)

Yes! I would like to be a Flower Basket Donor \$ _____
Minimum donation of \$100.

Yes! I would like to donate to May Day 2015. Here is a contribution for \$ _____

Yes! I want to be a team leader. The # of volunteers in our group is _____

Yes! I want to volunteer!

Full Name: _____

Phone: _____

Email: _____



Questions? Contact the DDC at 201-400-2349 or ddc@rosenet.org
Checks should be made payable to Madison Main Street Foundation and mailed with this form to:

Downtown Development Commission ~ May Day
Hartley Dodge Memorial
50 Kings Road
Madison, NJ 07940

Madison Main Street Foundation Tax ID
27 498 6958

Surplus funds received will
go to support DDC





2015 May Day
In Madison

Sponsored by: Friends of the Madison Train Station

Adams Dental
Alfred's Sports Shop
Bobrow Orthodontics
C & J's Deli
Casa Azzurri Italian Ristorante
Cardinal Landscaping Services, LLC
Carpet One Cleaning
Chianti Pizzeria
Cramers Carpet One
Discovery Map Of Morris County
Domino's Pizza
Dr. and Mrs. Wayne Lajewski
Drew University
Friends of the Madison Senior Center
Friends of Madison Shade Trees
Gary's Wine & Marketplace
Honor Tree & Lawn Service
investors Bank
Italian Village Pizza
J & M Home and Garden
J.M. Egan Wealth Advisors, LLC
Jaeger Lumber
Joe Caruso Landscaping
K9 Resorts of Madison



Lanca Sales, Inc.
Madison Area YMCA
Madison BPO Elks Lodge 1465
Madison Chamber of Commerce
Madison Pharmacy
Madison Plaza Shopping Center
Madison Public Schools PTO/PTSO Alliance
Madison Volunteer Ambulance Corps
Magnus Anderson Floor Refinishing
Maureen and Tom Byrne
Merck Animal Health
MRY Associates, LLC

Nautilus Diner
Nicky's Firehouse Italian Restaurant
Provident Bank
Prudential Real Estate Investors
Quest Diagnostics
Realogy Holdings Corp
Rocco's Tuscany Grill
Romanelli's Pizza & Italian Eatery
Rose City Framemakers
Rotary Club of Madison
RXR Realty
Senior Helpers
Small – That's All Landscaping
St. Vincent's Martyr Church
Stacy Russo CPA
The Floor Store
The Montessori Children's Academy
The Oldendorp Group
The Powell Family
The Thursday Morning Club
Urban Fire
Wells Fargo Insurance Services
Whitehorn Financial Group, Inc.
Whole Foods Market Rose City Madison

And a very special "Thank You" to the Volunteers, Madison Residents, Mayor and Borough Council, Department of Public Works, Parks Advisory Committee, Shade Tree Management Board and Garden Club of Madison.
Their support makes May Day possible.



Farmers' Market - 2015 Relocation Proposal: Central Avenue

What Makes Central Avenue A Better Location?

- **Better parking.**
- **Seniors. Close to senior housing and better parking.**
- **Safer location.**
- **Vendors want a more central location.**
- **More space, more vendors, activities, musical performances.**
- **More visible location.**
- **On site storage and use of private parking lot.**
- **Time: market hours would be changed to 2pm - 7pm.**

What Are The Challenges ?

- **Set up will be more challenging because of the need to 'block off' street parking after 12:00pm.**
- **Will cars heading east expecting to turn on Central cause issues at the intersection of Central and Main?**
- **Certain GVR merchants will be unhappy.**
- **METC lawn was a nice area for families to gather, kids korner, etc.**
- **Not sure what the merchants on Central will say.**



Madison Downtown Development Commission
Hartley Dodge Memorial
50 Kings Road
Madison, NJ 07940

April 2, 2015

Mayor Robert H. Conley and Madison Borough Council President Astri Baillie,

At the regular meeting of the Madison Downtown Development Commission on Thursday, March 19, 2015 the commission had an in depth discussion of the potential move of the 2015 Farmers' Market from Green Village Road to Central Avenue between Main Street and Cook Avenue and to return the Market hours to 2:00pm - 7:00pm. The Market is scheduled to open on Thursday June 4th and run through Thursday, October 15th. Prior to the meeting this concept was discussed with both Chief Dachisen and Sgt. Joseph Longo who have both given their verbal approval of the move. The Commission voted overwhelmingly to approve this proposal and to forward it to the Mayor and Borough Council for approval.

The following advantages of the move were highlighted:

- Better parking. The proximity to the municipal lots on both Cook Avenue and Elmer Street and the parking lot at Central Avenue School during the summer and evenings, as well as access to greater available street parking options in the area.
- Better accessibility for Senior Citizens. This location is adjacent to senior housing and the plan will include reserving spaces in the building lot for senior parking exclusively.
- Provides increased safety for both staff and Market goers. The Green Village Road location was at the bottom of a very steep hill and underneath the trestle, making visibility challenging. The new location will be easier to manage and control from a traffic safety perspective.
- Vendors would like a more central location with higher visibility and closer proximity to rail commuter traffic. When the Market relocated from Waverly to Green Village the vendors noted a significant drop off in sales, as much as 50%. Overall attendance at the Market dropped markedly.
- More space, more vendors, activities, musical performances. The new space will allow for an expansion of programming and participation. The goal will be to renew the Market as a true downtown event.

The one significant challenge will be to shut the street down to parking as was the case on Waverly Place. No one on the commission felt that this was an insurmountable challenge and that it could be effectively managed.

The consensus was that this is our last best hope to reinvigorate the Farmers' Market in a downtown location. The Commission feels that this is crucial to its mission in supporting our downtown businesses.

Thank you for your consideration.

On behalf of the Madison Downtown Development Commission,

Lisa Ellis
 Program Director
 Madison Downtown Development Commission

APPLICATION FOR BOTTLE HILL DAY 2015

MADISON, NJ - SATURDAY, OCTOBER 3 - 10AM - 5PM

(Please print below information neatly)

Applicant Name: _____ Business Name: _____

E-Mail Address: _____ Website: _____

Phone #: _____ Cell Phone #: _____

Address: _____ City: _____ St: _____ Zip: _____

Description of products or services you will be promoting: _____

Space Needs and/or Location Request: (Please be specific...i.e. in front of Waverly TV, same as last year...etc.): _____

"I, the undersigned applicant, have read, understood and agree to comply with all of the rules and regulations. I expressly release the Borough of Madison, the Madison Downtown Development Commission, the Madison Main Street Foundation (the "Foundation") and all other parties that are involved from any and all liability for any damage, injury or loss to any person or good which may arise from participation. I give permission to use my name, business name and any images of my work for advertising and publicity. I further agree to comply with any other show regulations the event organizer deems appropriate. Failure to do so may result in immediate removal from the show."

Signature of applicant: _____ Date: _____

EXHIBITOR FEES (the prices shown are per 10 x 10 spaces)	MADISON ** based Exhibitor/Vendor	✓	NON-MADISON based Exhibitor/Vendor	✓
Food Establishment	\$175		\$325	
Artist, Crafter or Other Vendor	\$125		\$175	
Downtown Sidewalk Sale*	\$50		N/A	
Civic/Not For Profit	\$50		\$75	
Electrical Outlet	\$10		\$10	

BOTTLE HILL DAY IS A FUNDRAISER FOR THE DDC. DISCOUNTS AND FREE SPACES ARE NOT PERMITTED.

Business Only Special! Advertise in the Madison Eagle's September 23rd Bottle Hill Day Special Tab Section and receive \$50 off your booth! Call Peter at 973-377-2000 for details. Ad deadline is Monday, September 1. Discount is only available to businesses and not to Civic/Not for profits.

* Downtown Sidewalk Sale is only for businesses that have a location in Madison's Downtown and is only for goods and services.

All restaurants and food establishments must pay the Madison Food Establishment fee.

** A Madison based vendor is defined as an organization that a) has their primary address in Madison and b) has the majority of their philanthropic activities within the Madison area. The DDC has sole discretion on deciding if an organization is or is not Madison based.

Exhibitor Regulations

- 1) Spaces. Exhibitor space is 10' x 10'. You may purchase more than one space if you wish. PLEASE NOTE THE BOTTLE HILL DAY ORGANIZERS HAVE SOLE DISCRETION ON PLACEMENT AND ACCEPTANCE OF ALL VENDORS. Applying for the event does not guarantee you a space.
- 2) Vendor space and setup information will be emailed on Wednesday, three days before the event. You cannot swap spaces with another vendor.
- 3) A Madison Health Department Permit is mandatory if you are selling food.
- 4) If you are selling taxable items, you must have a valid State of NJ Sales Tax form with you and prominently on display in your booth.
- 5) The Downtown Development Commission (DDC) retains the right to reject an application for any reason, to restrict the products sold or services promoted for any reason, or to ask for removal of objects which, in DDC's sole judgment, are inappropriate for the event.
- 6) Your tent, canopy and display must be secure, and properly weighted. Exhibitors must furnish their own display in its entirety.
- 7) Your application is a firm commitment to attend and exhibit at the show. **No refunds will be granted for any reason including weather related. Bottle Hill Day is rain or shine.**
- 8) Exhibitors are expected to conduct themselves in a professional and courteous manner. Exhibitors are required to construct their display and conduct themselves in a manner so as not to interfere with any other exhibitor. Your items must stay within your marked display space! Exhibitors are required to arrive during the set up times (7am - 9:30am, NO VEHICLES WILL BE ALLOWED IN EXHIBIT AREA AFTER 9:30am and BEFORE 5:00pm) and have their displays complete, attended and open to the public the entire hours of the festival (10am - 5pm), and cannot take down their display or work before 5pm. It is expressly understood that exhibitors will not be allowed to sell or give away any items that generate a significant amount of trash including novelties like silly string. Exhibitors are required to patrol and clean their space and the area around their space. Failure to abide by this rule will result in the exhibitor not being invited back in future years.
- 9) The Borough of Madison, the DDC, the Foundation and their agents, employees and officers 1) shall not be held liable for failure to perform or fulfill its contractual obligation for any reason within or beyond their control and 2) shall not be held liable for damages, loss or injury for any reason within or beyond their control. Insurance for such loss, damages or injury shall be the sole responsibility for each exhibitor at their own cost.
- 10) The Borough of Madison, the Bottle Hill Day Steering Committee and their agents, employees and officers or any landowner 1) shall not be held liable for failure to perform or fulfill its contractual obligation for any reason within or beyond their control, 2) shall not be held liable for damages, loss or injury for any reason within or beyond their control and 3) shall not be liable for any theft, damage to, loss of, or replacement of any belongings, equipment, materials, tools or plantings. Insurance for such loss, damages or injury shall be the sole responsibility for each exhibitor at their own cost. The Exhibitor shall indemnify and hold harmless the Borough of Madison, the Bottle Hill Day Steering Committee and their respective agents, employees and officers and/or any landowner whose land is being utilized from and against all claims, damages, losses, and expenses that may result or arise in regard to the exhibitor participation in Bottle Hill Day.

Please make your check payable to the:
Madison Main Street Foundation
 and mail with your completed application to:
 Borough of Madison DDC/
 Bottle Hill Day
 Hartley Dodge Memorial 50
 Kings Road
 Madison, NJ 07940

Please call Lisa Ellis,
 201-400-2349 or email
ddc@rosenet.org with questions. Thank you!

Bottle Hill Day in MADISON, NJ
 Saturday - October 3, 2015
 FAMILY FUN • MUSIC • CAR SHOW • VENDORS • MERCHANTS

Date: Saturday, October 3rd
Time: 10am-5pm
Location: Downtown Madison - This festival spans nearly six blocks of street vendors and Madison merchant sidewalk sales, including the Historic Madison Downtown District and will expand onto Kings Road in 2016.

Features: Live Entertainment on FIVE STAGES (NEW FOR 2015), Beer Garden, Amusement Areas, 200+ exhibitors, including not for profit groups, craftspeople, local businesses and food establishments.

Attendance: Average attendance each year is 10,000 to 20,000. Our attendees are mostly Madison residents of all ages. We also attract substantial attendance from neighboring communities.

Cost: FREE for attendees! The charge for a typical vendor booth is \$175.

30+ years as a thriving community event

Bottle Hill Day in MADISON, NJ
 Saturday - October 3, 2015
 FAMILY FUN • MUSIC • CAR SHOW • VENDORS • MERCHANTS

SPONSORSHIP OPPORTUNITIES
 INVEST IN MADISON'S BOTTLE HILL DAY! 30+ YEARS AS A THRIVING COMMUNITY EVENT...

\$5,000 DIAMOND SPONSOR	\$4,000 BEER GARDEN TITLE SPONSOR
<p>Number Available: 2 (These will go quickly, don't miss this opportunity!)</p> <p>Features:</p> <ul style="list-style-type: none"> • Logo on Front page of Bottle Hill Day Newspaper Supplement • Main Stage Sponsorship of Kings Road or Central Avenue Stage • Logo on 8' banner on Stage • Press Release with photo announcing donation in Madison Eagle and other hyper-local news outlets. • Name featured on European Sign Post • Minimum four e-blasts to the Love Madison, Shop Madison list. • Link to your website on the Love Madison! Shop Madison! Facebook page • Two Free 10'x10' spaces at the event (if you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.) • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors 	<p>Number Available: 1</p> <p>Features:</p> <ul style="list-style-type: none"> • 8' banner at entrance to Beer Garden • Organization representative invited to be a guest bartender and/or "bouncer" at entrance. • Logo and name on all collateral for Beer Garden including programs and posters. • Press Release with photo announcing donation in Madison Eagle and other hyper-local news outlets. • Minimum four e-blasts to the Love Madison, Shop Madison list • Small logo on 6 ft banner at DDC table • Link to your website on the Love Madison! Shop Madison! Facebook page • Two Free 10'x10' spaces at the event (If you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.) • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors

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\$3,000 STAGE SPONSOR	\$2,000 PLATINUM SPONSOR
<p>Number Available: 2</p> <p>Features:</p> <ul style="list-style-type: none"> • Sponsor the Music Stage on Elmer Street or Lincoln Place • Name and logo on 3'x 4' sign on Stage • Logo on all collateral for specified Stage...programs, schedules, posters • Logo on Bottle Hill Day Newspaper Supplement Centerfold Map designating the location of your Stage • Table at Stage area for promotional purposes • Name featured on European Sign Post • Small logo on 6 ft. banner at DDC table • Minimum Four e-blasts to the Love Madison, Shop Madison list • Two Free 10'x10' spaces at the event (if you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.) • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors 	<p>Number Available: 2</p> <p>Features:</p> <ul style="list-style-type: none"> • Name and logo on 2'x 3' sign stating that your business is an Official Sponsor of Bottle Hill Day • Logo included in the Bottle Hill Day Newspaper Supplement Centerfold • Inclusion on Bottle Hill Day Collateral Materials including programs, maps and posters • Name featured on European Sign Post • Small logo on 6 ft. banner at DDC table • Minimum four e-blasts to the Love Madison, Shop Madison list • Two Free 10'x10' spaces at the event (If you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.) • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors

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SPONSORSHIP OPPORTUNITIES
 INVEST IN MADISON'S BOTTLE HILL DAY! 30+ YEARS AS A THRIVING COMMUNITY EVENT...

\$1,500 AMUSEMENT SPONSOR	\$1,000 GOLD SPONSOR
<p>Number Available: 2 or 3</p> <p>Features:</p> <ul style="list-style-type: none"> • Sponsor one of the Bottle Hill Day Amusement Areas • Name and logo on 3'x 4' sign at entrance to Amusement Area • Logo on Bottle Hill Day Newspaper Supplement Centerfold Map designating the location of your Amusement Area • Table at Amusement Area for promotional purposes • Small logo on 6 ft. banner at DDC table • Minimum Four e-blasts to the Love Madison, Shop Madison list • One Free 10'x10' space at the event (if you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.) • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors 	<p>Number Available: 4</p> <p>Features:</p> <ul style="list-style-type: none"> • Name and logo on 2'x 3' sign stating that your business is an Official Sponsor of Bottle Hill Day • Logo on Bottle Hill Day Newspaper Supplement Centerfold • Small logo on 6 ft. banner at DDC table • Minimum four e-blasts to the Love Madison, Shop Madison list • One Free 10'x10' space at the event (if you are not interested in having a booth, you can donate your space(s) to a non-profit organization. We would be happy to help arrange this for you.) • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors

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 Saturday - October 3, 2015
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SPONSORSHIP OPPORTUNITIES
 INVEST IN MADISON'S BOTTLE HILL DAY! 30+ YEARS AS A THRIVING COMMUNITY EVENT...

\$300 SILVER SPONSOR	ADDITIONAL BEER GARDEN SPONSORSHIP OPPORTUNITIES
<p>Number Available: 6</p> <p>Features:</p> <ul style="list-style-type: none"> • Small logo on 6 ft. banner at DDC table • One Free 10'x10' space at the event • Inclusion in minimum of two e-blasts to the Love Madison, Shop Madison list • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors. 	<p>\$1500 LEVEL</p> <ul style="list-style-type: none"> • Name and logo on 3'x 4' sign displayed at Beer Garden • Logo on Bottle Hill Day Newspaper Supplement Centerfold • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors <p>\$750 LEVEL</p> <ul style="list-style-type: none"> • Name and logo on 2'x 3' sign displayed at Beer Garden • Logo on Bottle Hill Day Newspaper Supplement Centerfold • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors <p>\$500 LEVEL</p> <ul style="list-style-type: none"> • Name on small corrugated sign displayed at Beer Garden • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors
<p>\$250 BRONZE SPONSOR</p> <p>Number Available: 4</p> <p>Features:</p> <ul style="list-style-type: none"> • Small logo on 6 ft. banner at DDC table • Your name listed on a 1/2 page ad in the Madison Eagle thanking all the sponsors. 	

2015 BUDGET					
Anticipated Revenue - directed to the MMSF		YTD	BUDGET DIFFERENTIAL (+/-)	ACTUAL	
Taste of Madison Funds	10,000.00	9,000.00	(1,000.00)	9,000.00	
Bottle Hill Day Funds	47,000.00	74,520.00	27,520.00		*Still \$550.00 outstanding. Total includes Beer Garden proceeds
Farmers Market Funds	12,000.00	13,250.00	1,250.00	13,250.00	
May Day Funds	17,000.00	16,750.00	(250.00)	16,130.41	*Quest Sponsorship not sent separately, may have been included in the BHD Sponsorship
Sale of Shop Madison Bags Incl. Magnets	3,000.00	3,530.00	530.00	3,530.00	
Misc.	1,000.00	3,665.25	2,665.25	3,665.25	*Magazine Royalty Check for \$3,666.25
Total Anticipated Revenues	90,000.00	115,565.25	25,565.25		
Anticipated Expenses					
Bottle Hill Day	22,000.00	24,265.87	(2,265.87)	24,265.87	*Budget increased by \$10,000 at meeting of August 20, 2015
Farmers Market	12,000.00	9,166.80	2,833.20	9,166.80	
May Day	17,000.00	13,968.02	3,031.98	13,968.02	
Sidewalk Art Gallery and Gala	4,000.00	2,102.90	1,897.10		
Sidewalk Sounds Music	4,500.00	5,555.00	(1,055.00)	5,555.00	*\$5,200.00 for talent plus \$355.00 for feather flags
Administration Support	7,000.00	1,067.15	5,932.85		
Public Improvement	15,000.00	5,625.06	9,374.94		
University Relations	6,000.00	3,215.83	2,784.17		
Advertising Promotion (see note below)	10,000.00	8,501.21	1,498.79		*Budget decreased by \$10,000 at meeting of August 20, 2015,
Merchandise/Bags, misc.	5,000.00	3,788.40	1,211.60		*Lanca, 132 cases of bags
Total Anticipated Expenses	102,500.00	77,256.24	25,243.76		
This budget also includes the following encumbrances					
Wayfinding	9,463.03	12,944.00			*Budget was increased FROM \$11,000 to \$17,000 at May meeting
Cook Avenue Parking Lot	5,000.00				
Walking Tour	3,100.00	74.75			*Craig was reimbursed for software update from TechSmith
GVR Trestle Lighting (12/11/14)	2,100.00				* The GVR Trestle Light Encumbrance was not noted in January 2015, there has been nothing billed to this line but work is underway
Total	14,463.03				
Expenses in Advertising/Promotion for 2015, change in 2016*					
METC Concert Contribution	2,000.00				
MACA Madison Holiday Arts Contribution	3,000.00				*Propose to combine with Sidewalk Sounds, change name to "Music/Partner Programs" in 2016
Direct MMSF Maintenance Expenses					
MMSF Costs (Legal, Tax Prep and Payments, Postage, etc.)	5,733.83				



The Madison Downtown Development Commission
 in partnership with the Madison Chamber of Commerce, METC, MACA and
 Madison Music & Arts present... **SOUNDS OF SUMMER**



MADISON FARMERS MARKET

*NEW Location!
NEW Time!*

THURSDAYS 2-7PM
 CENTRAL AVENUE
 BETWEEN
 MAIN ST. & COOK AVE.
 JUNE 4 THROUGH OCTOBER 15

Sidewalk Sounds at the Farmers Market 4:30 - 6:30pm

July 2nd - Rachel Marie	August 27th - Roadside Picnic
July 9th - The Brian Rigby Band	September 3rd- Dan Baldan
July 16th - Kings Road	September 10th- Rosewood
July 23rd - Elliot Fischer	September 17th - Mark Westphal
July 30th - David Jacobsen	September 24th - Kate Barnett
August 6th - Jim DePasque	October 1st - Michael Gribble
August 13th - Michael Mitsch	October 8th - Christine DeLeon
August 20th - Jeff Webb	October 15th - TBD

Madison's Downtown Concert Series
 to support the Mission
 of Arts, Trade & Crafts

METC Friday Night Concert Series
 on Green Village Road, 6:00 - 8:00pm

June 26th - Rosewood
July 10th - Jodie & the Normals
July 24th - The Alex Vezza Trio
August 7th - Reeds, Rhythms & All That Brass
August 21st - Daniel Rufolo
September 3rd - Kings Road



**Sidewalk Sounds Saturdays
 on Main, 3:00 - 5:00pm**

July 18th - The Brian Rigby Band
August 1st - Widow Brown Band
August 15th - Jake Fabyanski
August 29th - Steve DePasque
September 12th - Jeff Webb
September 26th - Group Therapy



**Coming this Fall...All Day Street Festival
 Great Food and Fun for All Ages
 All Day Live Music on Five Stages!**

Bottle Hill Day in **MADISON, NJ**
 Saturday ~ October 3, 2015

FAMILY FUN • MUSIC • CAR SHOW • VENDORS • MERCHANTS

Fall Into
DOWNTOWN
Madison, NJ

SATURDAY, OCTOBER 3RD
Bottle Hill Day

CAR SHOW + BEER GARDEN + RIDES
MUSIC ON 5 STAGES + FOOD + VENDORS

MADISON CHAMBER OF COMMERCE
RESTAURANT WEEK
OCTOBER 11-18 **COLLEGE EDITION**

MADISON CHAMBER OF COMMERCE
RESTAURANT WEEK
OCTOBER 18-25

Pumpkin Illumination
Friday, October 30
Museum of Early Trades & Crafts

Halloween Hoopla
Costume Parade & Magic Show
Saturday, October 31

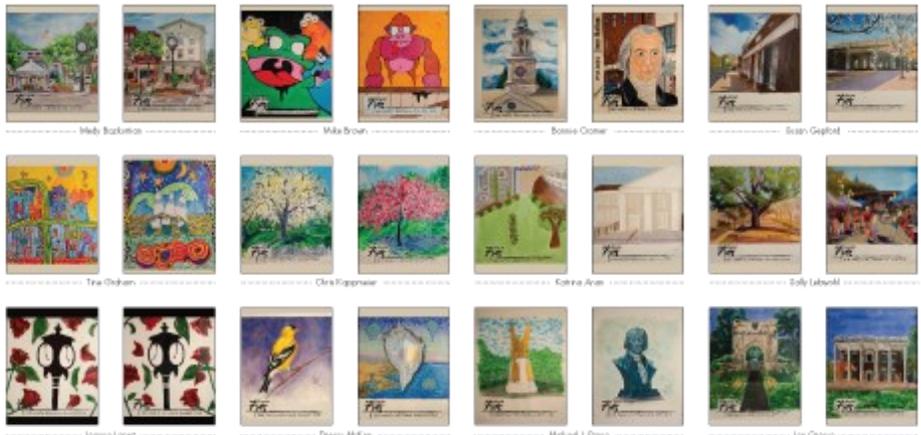





For more information about any of these events,
Like us on Facebook at [ILoveMadisonNJ](https://www.facebook.com/ILoveMadisonNJ)

Madison Arts
SIDEWALK GALLERY

GALA & AUCTION
OCTOBER 24
Hartley Dodge Memorial
V.I.P Entrance at 7PM
Silent Auction 8pm
Live Auction at 8:30pm



FOR MORE INFORMATION: WWW.MADISONARTSNJ.ORG

Daily data is recorded in the Pacific time zone.

1W 1M 1Q



Start:

End:

Post Reach

The number of people your post was served to.



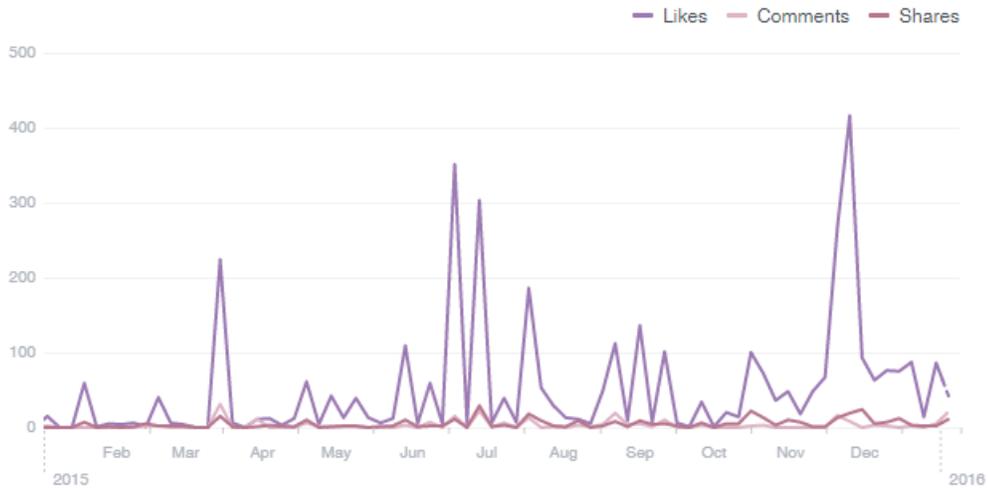
BENCHMARK
Compare your average performance over time.

Organic

Paid

Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK
Compare your average performance over time.

Likes

Comments

Shares

Full version of the Somerville Business Success Kit can be accessed by clicking this link:

http://www.downtownsomerville.com/static/pdf/BusinessSuccessKit_v2.pdf

SOMER THIS...

WELCOME TO DOWNTOWN SOMERVILLE

Business Success Kit

SOMER THAT...

downtown SOMERVILLE
always unexpected

ORDINANCE 33-2015

ORDINANCE OF THE BOROUGH OF MADISON AMENDING CHAPTER 166 OF THE BOROUGH CODE ENTITLED "STREETS AND SIDEWALKS" REGARDING OUTDOOR DINING AT BUSINESS ESTABLISHMENTS

WHEREAS, the Assistant Borough Administrator has recommended that the Borough Council amend Chapter 166 of the Borough Code regarding sidewalk dining; and

WHEREAS, the Borough Council concurs in this recommendation to amend the sidewalk dining regulations in the Borough.

NOW, THEREFORE, BE IT ORDAINED, by the Council of the Borough of Madison, County of Morris, State of New Jersey that:

SECTION 1: Chapter 166- of the Borough Code, entitled "Streets and Sidewalks" is amended to include the following:

...

Article V. Sidewalk Dining Licenses

§ 166-43. Purpose and intent.

The purpose and intent of this article is to allow portions of the public sidewalks in front of eating establishments to be used for sidewalk dining subject to issuance of a sidewalk dining license and strict compliance with all conditions set forth herein. This limited authorization to use the public sidewalks is intended to advance the public purposes of stimulating economic activity and providing amenities in the business districts of the Borough of Madison, and such authorization shall be solely in the nature of a revocable license which shall not be deemed to vest licensees with any property interest or other rights in the public sidewalks. The sidewalk area for purposes of this Chapter shall be defined as the right of way in front of the dining establishment between the building and the street.

§ 166-44. License required.

No person shall engage in or allow sidewalk dining on any public sidewalk without having first obtained a sidewalk dining license.

§ 166-45. Application for license.

An application, sworn to by the applicant, for a sidewalk dining license shall be filed annually with the Borough Clerk on forms supplied by the Clerk. The forms shall require the following information and such additional information as deemed necessary:

- A. The name of the applicant and the address.

- B. The name and address of the eating establishment where sidewalk dining is to be maintained.

C. A description of the dimensions of the area and the number of tables to be used for sidewalk dining.

D. Written consent of the owner of the premises, if other than the applicant.

E. An applicant wishing to serve alcohol on the sidewalk dining area must execute a revocable agreement with the Borough to have conditional use of the side walk as a right of way. Any licensed premises must secure and provide copies to the Borough of all necessary permits from the New Jersey Division of Alcoholic Beverage Control to extend their licensed premises in accordance with applicable New Jersey law.

E. A certificate of insurance providing at least \$1,000,000.00 of comprehensive general liability extending premises coverage to all activities associated with sidewalk dining and listing the Borough of Madison as an additional insured with respect to such activities.

F. A check payable to the Borough of Madison in the amount of the license fee required by § 166-47. [Amended 5-29-1996 by Ord. No. 12-96]

H. Execution and filing with the Borough Clerk of an indemnification agreement pursuant to which the licensee, in further consideration of the issuance of the license, shall agree to forever defend, protect, indemnify and save harmless the Borough, its officers, agents and employees, from and against any and all claims, causes of action, injuries, losses, damages, expenses, fees and costs arising out of or which may arise out of the licensee's operation of its sidewalk dining establishment.

I. Execution and filing with the Borough Clerk of a maintenance agreement pursuant to which the licensee, in further consideration of the issuance of the license, shall agree, at the Borough's option, either to repair at its sole cost and expense any damage caused to the sidewalk by the operation of its sidewalk dining operation, or to reimburse the Borough in full for all costs and expenses incurred by it in making any such repairs.

The Borough Clerk may require a bond to be filed by the licensee in an amount to be fixed by the Borough.

§ 166-46. Application review.

A. The Borough Clerk shall review the application and investigation report on each applicant. The Borough Clerk shall approve or deny the application, taking into consideration the factors set forth in § 166-45. [Amended 5-29-1996 by Ord. No. 12-96]

B. Any applicant who is denied a license may request in writing a hearing on the denial decision before the Borough Council.

§ 166-47. Fees.

The annual license fee for each and every premises on which sidewalk dining is conducted shall be \$100.

§ 166-48. License terms and conditions.

- A. A sidewalk dining license shall be valid only through November 15 of a given year, and a new license must be obtained for each year.
- B. A sidewalk dining license may not be transferred.
- C. The license shall be displayed in a conspicuous place on the premises prior to the use of the premises for sidewalk dining.

§ 166-49. Regulations.

The conduct of sidewalk dining pursuant to a license issued under this article shall be subject to all of the following restrictions and requirements:

- A. Public sidewalk dining may be conducted in the Central Business Districts (CBD-1 and CBD-2), General Business Area (GBA) and Multi-Use Commercial District (C), as designated on the Madison Zoning Map.
- B. The sidewalk dining area must not inhibit pedestrian traffic on public sidewalks, and an area must be open and unobstructed for pedestrian traffic between the closest edge of the cafe-type tables and the curblin, which area shall have a minimum width of the greater of four (4) feet or one-half (1/2) of the sidewalk width.
- C. Restaurateurs shall not place anything in an alleyway or walkway or set up tables in such a manner as to block any alleyways or walkways or any building entrance/egress. It shall be unlawful to obstruct or reduce in any manner the clear width of any exit discharge passageway, as determined by the clear width opening of the entrance/egress door(s). The passageway shall be as straight as possible leading directly to the street.
- D. The only items permitted are tables, chairs, umbrellas and containers for the disposal of recyclable cans/bottles and garbage.
- E. Restaurateurs shall not place any table, sign, umbrella or other item in such a manner as to block any municipal signs, receptacles for garbage, public benches or other public amenity, including fire hydrants.
- F. Restaurateurs must provide for the disposal of recyclable cans/bottles and garbage. Public receptacles for garbage shall not be used. Sidewalk areas shall be kept clean during hours of operation. Litter shall not be permitted on adjoining sidewalks or property.
- G. Restaurateurs are prohibited from serving drivers or passengers of vehicles. All customers must be seated throughout their meal.
- H. Restaurateurs are prohibited from using public utility hookups.
- I. All sound systems are prohibited.
- J. All food preparation shall be in the regular kitchen area of the restaurant, not outside.

K. All outdoor food service is subject to the regulations contained in Chapter 12 of the New Jersey Sanitary Code.

L. The placement of outdoor tables shall be limited to the area immediately in front of existing and/or properly approved restaurants, cafes or eating establishments. No portion of any sidewalk dining equipment, including chairs, tables and opened umbrellas, shall encroach upon the sidewalk area in a manner to block, impede or cover adjacent store fronts, doors or windows in front of other business establishments.

M. Sidewalk dining may commence March 1 and may continue through November 15.

N. Permissible hours of operation shall be from 7:00 a.m. to 10:00 p.m.

O. Wine and beer are the only alcoholic beverages that may be consumed at a sidewalk dining establishment on the condition that table service is provided.

P. Everything must be removed and sidewalks must be washed daily by 10:30 p.m.

Q. The Borough retains the right to temporarily suspend a sidewalk dining license to allow for construction activity, utility repairs, special events or for other reason as deemed appropriate by the Borough Council, with reasonable advance notice to be given to affected licensees.

R. Restaurateurs must comply with the provisions of the Smoke-Free Air Act, N.J.S.A. 26:3D-55 to -64, including displaying the appropriate designated site-specific conditions for smoking that are appropriate to their particular circumstances and environments. Moreover, in accordance with N.J.S.A. 26:3D-63 and N.J.A.C. 8:6-2.3 smoking is prohibited at a sidewalk dining establishment if smoking in the exterior area results in migration, seepage, or recirculation of smoke to an indoor public place or a workplace at which smoking is prohibited.

S. The licensee shall comply with all other Borough ordinances.

§ 166-50. Suspension and revocation of license.

Any license may be suspended or revoked for good cause by the Borough Council, including but not limited to a misrepresentation of the information supplied in the application, the conviction of a crime, a violation of any ordinance, statute or government regulation or a violation of this article.

§ 166-51. Enforcement.

The Borough Clerk shall be responsible for licensing and the collection of fees. This chapter shall otherwise be enforced by the Zoning Officer, Madison Police Department and the Board of Health, as to the Sanitary Code.

§ 166-52. Violations and penalties.

Any violations of the provisions of this article shall be punishable by a fine not to exceed \$500 as determined by the Municipal Court. Each day the violation shall continue after a notice

and a reasonable opportunity to correct or remedy the violation shall constitute a separate violation.

§ 166-53. Appeals.

Any person aggrieved by any action of the Borough Clerk, in the denial or revocation of a Sidewalk Dining License, shall have the right to appeal to the Borough Administrator. The appeal shall be taken by filing with the Borough Clerk, within thirty (30) days after the notice of the action complained of has been served personally upon the licensee, or mailed, postage prepaid, to the licensee at the address given by the licensee in making application under § 166-44 herein, a written statement setting forth fully the grounds for appeal. The Borough Clerk shall set a time and place of hearing for the appeal, at which time the Borough Administrator shall conduct a hearing and affirm, modify or reverse the action appealed from.

§ 166-54. Severability.

Each section of this article is an independent section, and the holding of any section or part thereof to be unconstitutional or ineffective for any cause shall not be deemed to affect the validity or constitutionality of any other section or part thereof.

...

SECTION 2: This Ordinance shall take effect as provided by law.

ADOPTED AND APPROVED
May 11, 2015

ROBERT H. CONLEY, Mayor

Attest:

ELIZABETH OSBORNE, Borough Clerk

Introduced and passed: April 27, 2015
Published, Madison Eagle: April 30, 2015
Hearing and consideration for final adoption: May 11, 2015
Published, Madison Eagle, upon final adoption: May 14, 2015

