Club 44

1/13/20 Meeting Minutes

Attendance

Mickey Chopra (host) - i2i Indian Italian Restaurant

Laura Courts - Street Chic Mobile Boutique

Susannah Pitman - Balance Acupuncture Center

Kim Traina Nolan - Art in Therapy

Laurel Durenberger - Time’s Tin Cup

Andrea Vergona - Time to Consign

Scott Broadfoot - Broadfoot and Broadfoot

Sean Holzli - Broadfoot and Broadfoot

Katja van der Loo - Papyrus Home Design

Frankie McDonald - Boonton Coffee Co

Mary Ellen Zung - Mary Ellen Zung Health Coaching

Larry Brush - William Lawrence Agency

Thank you to Mickey Chopra for hosting and providing amazing chai and delicious zeppoles!!!

Holiday Season Debrief

Business owners had mixed results during the season with some seeing an increase in business while others saw a decrease. The general consensus was that December First Friday was not successful in that it did not increase foot traffic. Some business owners saw an increase in business on Sunday afternoons. For this year’s holiday season it was suggested that we have an event in addition to First Friday on the Saturday before Christmas. The return on horse carriage rides and having multiple groups of carolers covering the entire Main Street were additional suggestions. Discussion and planning will continue in future meetings.

Sunday Hours

From the holiday season debriefing discussion, it was strongly suggested that business owners have Sunday hours from 12pm to 4pm. Towns like Summit, Ridgewood, Westfield, New Hope (PA) and Warwick (NY) thrive on Sundays and in these towns these stores are summoned if they are closed on Sundays. The consensus was the town does not thrive on Sundays because many retailers are closed. Frankie (Boonton Coffee Co), Laurel (Time’s Tin Cup) and Scott (Broadfoot and Broadfoot) all reported being busier on Sundays than other days of the week.

First Fridays

It was agreed that every First Friday should have a music component. The group debated between having themes or not having themes for First Friday and ultimately settled on having themes. Business owners were encouraged to individually respond to Boonton Main Street with their thoughts on First Friday themes. The following is the themes the group liked best.

March - Ladies Night Out

April - Open house/Spring on Main

May - Fashionista Friday

June - Music on Main/Dog Days of Summer

July - All American Sidewalk Sale

August - Taste of Boonton

September - Music on Main

October - BOOOOOOnton

November - Shop Small Kick Off

December - Holidays on Main

It was strongly agreed that video of these events posted to social media is essential to drawing people into town. Additionally, business owners were unclear of what components of First Fridays are the responsibility of business owners and and which are to be executed by Boonton Main Street.

Hashtags and social media

Business owners agreed that we should all be liking/commenting/sharing each other’s social media posts regularly. Comments should be at least 4 words long in order to help boost a post to increase visibility. The group is encouraging everyone to use the hashtag #ShopBoonton in all business posts.

Cleaning up

Business owners are strongly encouraged to sweep their sidewalks regularly. The sidewalk is part of the first impression when entering a store. A few months ago, volunteers from BMS swept the entire Main Street sidewalks in preparation for First Friday, but such an effort shouldn’t be put on these volunteers all the time.

Safety

Laura (Street Chic Mobile Boutique) shared an incident that occurred in her store where she felt unsafe. As a result, she called the Boonton police department and Sgt. Steven Kairys came over with suggestions. Sgt. Kairys said store owners can have pepper spray and it is legal to use for self-defense. Point of sale should not be at the back of the store but rather closer to the front or middle. He also highly suggested having an alarm with a panic button and generally keeping an eye out for each other. He is willing to meet with the business owners as a group to go over these tips and answer questions.

Fitness Crawl

Mara Kimowitz (StretchSource) created and executed last year’s Fitness Crawl and it was a huge success for many businesses who participated. She is interested in doing this again but will need help. If you’re interested in serving on a committee, please email Mara at boonton.fitness.crawl@gmail.com.

Event Ideas

November - Fire and Ice with an ice sculptor demonstration and fire dancers. A tentative date is Saturday, November 21st.

Bicycle event

Stroller event

Empty Store Front Windows

Katja (Papyrus Home Design) has been working with business owners to display their items/products/services in vacant store front windows. If you’re interested in having a display, please email Katja at [kayja@papyrushomedesign.com](mailto:kayja@papyrushomedesign.com).

Items on the agenda that were tabled due to meeting running late

The Frames of Boonton

Mailer for Morris Plains/Parsippany

Coupon Book

The next mixer will take place February 17th at 6:30pm Broadfoot and Broadfoot, 819 Main Street. Please bring a chair if you’d like to sit. Thank you to Scott and Sean for agreeing to host!