

FBPA Meeting Minutes

Date: 3/20/2024

Location: Sublime

Meeting began at 6:33 PM

Attendees:

Morgan Taylor, Country Chic, FBPA President, and stand in FBPA Secretary

David Horowitz, Sculpture, one half of Modern Fossils, curator at Whittemore sculpture garden

Lindsay Tilton, River Valley Realty

Rick Epstein, Frenchtown Walking Tours, Author of THE *Frenchtown* book

Ann Miller, Stylist at Purotu Salon & Boutique, Marie Antionette at Bastille Day

Robert Luckenbach, Darcy Lodge

Jeff Darnell, Darcy Lodge

Scott Sheldon, Frenchtown Bookshop, creator of the Frenchtown Crier weekly news

Kathy Bernhardt, Former owner of Junto Emporium, Frenchtown Common Council member

Michele Liebttag, Frenchtown Borough President

Betty Oldenberg, The Spinnery

Frances, Betty's partner

Peter Rosenthal, Makers Alley

Barbara Groogan, Coldwell Banker Hearthside, Milford Merchants connect

Leni Calabrese, Perfect Day Cafe

Barbara Daniello, realtor at Coldwell Banker Hearthside

Sean Gilday, Blue Raven Entertainment, Rock Art Revival, Blue Raven Records, Black Swan Provisions

Rachel Hill, Blue Raven Entertainment, Rock Art Revival, Blue Raven Records, Black Swan Provisions

Dylan Stutts, Black Swan Provisions

Renee Olson, Sublime

President Report

-Current Bank Balance: *as of 3/18/24 - \$6,953.27

-Membership Report:

- 2024 membership count: 52 members - 36 members at Level 1 and 11 at Level 2
2024 Membership income: \$5,800.00 (*approx. before PayPal fees are taken out)
 - First-Time FBPA Members: Daniel Gras, Chez Daniel (Former Fionas), Amanda Esktut & Zack Baransky of River Harvest
 - -Current Expenditures: Quickbooks , Wild Apricot = \$972/annual , Google Play = \$19.99/year, USPS, Zoom = \$170.49/ annual, Insurance = \$681.00/annual, Canva = \$12.99/month, MailChimp = \$75/month

-Anticipated Income: \$400 income from potential vendor fees at Green Fair + Ticket sales for the Eco - Week's Slow Fashion Show

-Anticipated Expenditures: Portapottie costs for Green Fair, still need to get quote, may purchase a few more folding tables to have on hand for future events

-\$770 was paid to gather for 2023 downtown planter supplies (Summer & Winter)

RiverRat Megaphone February Performance

Newsletter #4 - February 12: 3,590 recipients, 3,571 successful deliveries, 2,793 opens (total)/ 1,753 (unique opens), 726 clicks- top 5 clicks: FiNNBAR (247), Coldwell Banker Hearthside (188), Frenchtown Faces (130), Kristen's Kitchen (29), Manage/Subscribe(22)

Social post: 371 total reach on facebook / 5 engagements

Newsletter #5 - February 26 : 3,578 recipients, 3,558 successful deliveries, 2,680 opens (total)/ 1,737 (unique opens), 628 clicks- top 5 clicks: Chez Daniel (205), Frenchtown Faces (179), Coldwell Banker Hearthside (78), Coyote Ridge Homestead (25), Eco Week/GreenFair Facebook page (24)

Social post: 454 total reach on facebook / 8 engagements

FBPA Executive Board Positions: Vice President, Secretary, and Treasurer are in need of re-election / replacement. A ballot will be sent to active members of the FBPA for nominations or volunteers and then we will take a vote.

-We are seeking nominations or volunteers to fill these positions

-they are both 2-year term positions

-for position descriptions please see the by-laws link in email

Frenchtown News, Updates, and Topics of Discussion:

Michele Liebttag and Kathy Bernhardt from the Frenchtown Council attended the meeting to review the outline for what will eventually be the draft for the Special Events Ordinance (previously referred to as the Draft Noise Ordinance)

In brief:

- Ideas for the framework came from 3 different nearing town's ordinances
- Permits would need to be submitted to the borough for any outdoor event (with emphasis on amplified types of events)
- You can submit a full calendar of events all at once for review by requesting it to be added to the agenda at the monthly Common Council meeting - categorized under "New Business"
- There would be a \$20 fee for each event - 12 events (max) per business/per year

- This system will help to keep all parties being in the know, from residential areas this may affect, the first responders who need to be aware of larger gatherings for safety, and the town council will be made aware of what's going on in Frenchtown

Scott Sheldon - The Frenchtown Bookshop hosts a number of different types of events throughout the year to build community. They have poetry readings, book signings, concerts and more. With that said, he requested more clarification in the draft regarding the specific types of events that would need a permit as he felt the current verbiage includes too wide a range of things.

Barbara Daniello - expressed concerns with this draft ordinance being outlined by town's much larger than Frenchtown such as Hillborough, and suggested that we take a look at ordinances of similar towns to ours like Milford or Lambertville.

****For all of the details about the Special Events Permit please see document in the email***

Reminder about the NJEDA Small Business Grant Programs present by Kathy Guzman at our last meeting.

- **Small Business Lease Grant** - for new businesses, with a 5+ year lease, ground floor, within 12 months of opening, to received 20% of annual lease for first two years
- **Small Business Improvement Grant** - open to non-profits, up to 2 year look-back, 50% reimbursement (up to 50K) for cost associated with interior/exterior improvements, and/or purchasing/installing new furniture, fixtures, and/or equipment
- **Small Business E-Commerce Support Program** - for restaurant, retail and personal care industries, provides free website or improvements to existing website, and marketing consulting
- **New Jersey Capital Access Fund** - offers flexible, affordable loans at max 12% interest rate without collateral, helps avoid predatory lenders with inflated interest rates

For more information on these Small Business opportunities see digital copies of the flyers that Kathy gave us in the email.

“Town Without a Tagline” contest is still accepting submissions. far we have received 23 responses and the contest will end on April 17. Once we've wrapped, the public will vote for their favorite phrases in two categories: Silly and Serious and Love Frenchtown gift cards will be given to the chosen winners.

Eco Week and the Green Fair - Monday, April 8 through Sunday, April 14

(Still without events for Monday and Tuesday)

4/10 - Natural Dye Workshop at Frenchtown Home & Hardware - *SOLD OUT*

4/11 - Eco Week Fashion Show - Doors open at 6:45 - Show starts: 7:30 pm - 9pm

Tickets available on lovetrenchtown.org

4/12 - Plant Based Medicine Talk with Sarah Gerhart at Yoga Loka/Eco Loka - tickets at Yoga-loka.com

4/13- Clothing swap at Yoga Loka/Eco Loka

4/14 - Green Fair - 11 am to 6 pm - event locations: Sunbeam Lenape Park & ArtYard from

- Farmers Market with local vendors and artisan

- 15 vendors and counting (4 non-profits , 4 FBPA Members, 7 non-members)

- Eco Craft station with no-sew TShirt Tote bags

- Buy Nothing “flea market” area where everything is free to a good home

- Sustainability Talks in the 2nd floor gallery at ArtYard: 11 am , 1pm, and 3pm / Topics: Sustainability in the home, Sustainability in Lifestyle and Art, and Sustainability in our community

- Pledge booths to help raise funds for local non-profits

Open Discussion

Scott Sheldon- The Frenchtown Bookshop will be open until 8pm for their Summer hours beginning Memorial Day

Meeting ended at 7:54 pm