

## **FBPA Meeting Minutes**

**Date: 4/18/2024**

**Location: Studio Route 29**

**Meeting began at 8:53 AM**

### **Attendees:**

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

Barbara Groogan, Coldwell Banker Hearthside, Milford Merchants connect

Lisa Naples, Lisa Naples Clay Studio

Barbara Daniello, realtor at Coldwell Banker Hearthside

Kelli Lupo, Purotu Salon & Boutique

Lindsay Tilton, River Valley Realty

Leni Calabrese, Perfect Day Cafe

Lydia Glenn-Murray, Studio Route 29

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

Renee Olson, Sublime

### **President Report**

-Current Bank Balance: \*as of 4/17/24 - \$6,936.47

#### -Membership Report:

- 2024 membership count: 54 members - 36 members at Level 1 and 13 at Level 2  
\*+5 members - fees are waived for annual bartering\*  
2024 Membership income: \$5,900.00 (\*approx. before PayPal fees are taken out)
  - First-Time FBPA Members: Daniel Gras, Chez Daniel (Former Fionas), Amanda Esktut & Zack Baransky of River Harvest, Susan Keown (Artist)
  - -Current Expenditures: Quickbooks , Wild Apricot = \$972/annual , Google Play = \$19.99/year (\*recently canceled will not continue), USPS, Zoom = \$170.49/annual, Insurance = \$681.00/annual, Canva = \$12.99/month, MailChimp = \$75/month

-Anticipated Income: \$391.29 income from vendor fees at Green Fair (\$200 cash payments + 191.29 after PayPal fees)

-Anticipated Expenditures: -\$271.89 for 2 portable restrooms for Green Fair

## **RiverRat Megaphone March Performance**

**Newsletter #6 - March 11:** 3,566 recipients, 3,549 successful deliveries, 2,577 opens (total)/ 1,653 (unique opens), 453 clicks- top 5 clicks: Coldwell Banker Hearthside (125), Frenchtown Faces (93), Lisa Naples (56), Casa Bizarro (34), Coyote Ridge (25)

**Social post:** 421 total reach on facebook / 10 engagements

**Newsletter #7 - March 25 :** 3,554 recipients, 3,539 successful deliveries, 2,577 opens (total)/ 1,653 (unique opens), 288 clicks- top 5 clicks: Frenchtown Faces (119), Kristen's Kitchen (34), Coldwell Banker Hearthside (24), Coyote Ridge Homestead (18), Eco Week/GreenFair Facebook page (17)

**Social post:** 0 total reach on facebook / 0 engagements

**FBPA Executive Board Positions: Vice President, Secretary, and Treasurer are in need of re-election / replacement. I will be resending the ballad to active members of the FBPA for nominations or volunteers and then we will take a final 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:**

**Wild Fern Brewing Company, the new micro-brewery that moved into the old Lovin' oven space, will be opening their doors soon. They are featured on the Hunterdon County Beer Trail Passports as a place you must visit to claim your prize ( a bottle opener keychain! Oh lala)**

**"Town Without a Tagline" contest will be wrapping up by the end of this month.** So far we have received 39 responses, and soon the finalist will be chosen for the public vote for the winners. 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 likely in the amount of \$25.

### **Eco Week and the Green Fair - Overview**

**4/10 - Natural Dye Workshop at Frenchtown Home & Hardware - \*SOLD OUT\* - was a great success!**

**4/11 - Eco Week Fashion Show:**

- Doors open at 6:45 - Show starts: 7:30 pm - 9pm

-this was a collaboration between Country Chic, and clothing designer, David Ferron.

-60 tickets were sold (out of 100) for a gross profit of \$1,365.46, after eventbrite fees (\$270.28) the new total was \$1,095.18 + \$200 in cash from last minute ticket purchasing for a grand total of \$1,295.18.

-\$650 will be donated to the Frenchtown Elementary School's Arts Program

**4/12 - Plant Based Medicine Talk with Sarah Gerhart at Yoga Loka/Eco Loka**

**4/13- Clothing swap at Yoga Loka/Eco Loka -** was well attended and Bonnie brought all left over clothing to the Buy Nothing tent at the fair

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

- weather was beautiful, foot traffic was up for a Sunday
- 21 vendors (4 non-profits , 10 FBPA Members, 7 non-members)
- Eco Craft station was sponsored by River Valley Waldorf School and hosted by Shannon O'Connel making up-cycled magazine notebooks, and Sue Ann Rainey with no-sew TShirt Tote bags
- Buy Nothing "flea market" area where everything is free to a good home was a great success! We had quite a bit of donations come through and thankfully most of it found a new home by the end of the event. Lots of great feedback on this section of the event
- 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 were well attended, over 70 people attended between the three sessions
- The Pledge Booth that was located by Eco Loka's tent in Sunbeam Park raised \$9 for the Delaware River Water Keepers and were wondering if we should hold onto those funds and try to raise more at another event to make it more substantial. Many people signed the pledge boards making public promises to make small changes in their lifestyles to help make a bigger impact.

### **Upcoming FBPA Events:**

**Pride** - is being led yet again by Jef Buehler, with a volunteer co chair, Alice Volkov  
The dates for this event are different from what was originally submitted to the borough in March for approval. Morgan will be submitting the updated outline for approval at the next borough council meeting on Wednesday, May 1, and hopefully we can start advertising after that.

#### **Pride Dates:**

Saturday 6/15 - Pride flag giveaway: 11 AM to 1 PM

Sunday 6/16 - Pride flags up downtown: 9AM to 10 AM

Tuesday 6/18 - Queer kickball: 6PM to 8 PM

Thursday 6/20 - Pride chalking downtown sidewalks: 5PM - 7PM

Saturday 6/22 - World's Shortest Pride Parade: 1pm -2pm + BYO Pride Picnic in Sunbeam Park after 2PM - 4PM

**Bastille Day** - Saturday, July 13 / Actual Bastille Day is the following day Sunday 7/14

- is being led by Morgan Taylor with help from Eric Fiorito

-This is also the same weekend as the Tinicum Arts Festival so hopefully that will mean we can play off of each other's foot traffic

**If anyone would like to join the planning team for either of these events please reach out to Morgan at [lovefrenchtown@gmail.com](mailto:lovefrenchtown@gmail.com)!**

**Hunterdon Happening List 2024** - the list of winners and finalists will be shared on social media tomorrow, thanks to Renee Olsen for gathering the information!

-Frenchtown had finalists/winners in 48 categories which included 39 businesses

-Some businesses we were not aware of and 3 businesses that were nominated were no longer in business! Junto Emporium (Closed 2022 due to a fire) won for Retail:Men's clothing, Alchemy won in Retail:Specialty Apparel (closed in 2019), and River Net Computers (closed in 2021) won

in Services: Computer Repair - Consumer and was a finalist in Services: Computer Repair/IT Consulting – B2B. Leads Morgan to believe this Hunterdon Happenings List is showing it's cracks

### **Open Discussion**

**Lydia Glenn-Murray**- Studio Route 29 will be hosting a Farmer's Market in the back section of their parking lot beginning on Saturday, May 4 from 11AM to 4pm. The market will be held every Saturday from then on through the Summer. They are actively in search of farm vendors for the market, and would potentially like to include a Buy Nothing element to the market as well.

-Friday, July 12 : Studio Route 29 will host another Dance Party Fundraiser under the big tent to kick off Bastille Day weekend.

**Lisa Naples** - urged people to read the proposed draft of the Special Events Permit Ordinance and to attend the Borough Council meeting on May 1 at 7PM to express any concerns you might have with the ordinance outline. She is concerned that allowing each business to have up to 12 events per year will be a real disturbance to the peace of the downtown and that backyards of businesses should be evaluated separately from street side locations.

**Leni Calabrese** - voiced that it would be a good idea to start using Sunbeam Park more for these events effectively illuminating the downtown disturbances that come from the current set up. He also mentioned that he has a lot of customers that visit the coffee shop and they are upset by our business hours when they come to visit earlier in the week or later in the evening. Public restrooms in Sunbeam park would make a huge difference for our visitors too and then the businesses wouldn't need to be treated like public restrooms

**Morgan Taylor** - wonders if it would be wise to adopt a standardized hours of operations for businesses of the downtown to help with tourism, help cater to the locals who wish to avoid town on the weekends, and to discourage stores from taking up valuable space in the downtown who are only open on the weekends. Also echoed that public restrooms in the immediate downtown would be hugely helpful.

**Meeting ended at 10:01 AM**