



TO: Main Street Board of Directors
FROM: Alexandra Cramer, Planner/Project Manager
DATE: February 10th, 2025
SUBJECT: Staff Report

STAFF REPORT

1. Streetscape Construction Update

- a. Type I and Type II concrete has been poured for both sides of the street south of the Carriage Shoppes. The west side of Main Street has been poured up to Elm Street. Benches, bike racks, and trash receptacles have been mounted on the southern two blocks. Spruce Street asphalt has been completed. CORE Electric is in the process of undergrounding the electric so the overhead lines and poles can be removed. Work on the north end of Main Street will begin after January 1st, 2025.

2. Gesin Lot

- a. The Board of Trustees was presented with a proposal regarding the Gesin Lot by Gene Gregory. The Town is acquiring property valuation before continuing discussions with Mr. Gregory.
- b. The Board of Trustees is exploring additional options for the Gesin Lot before continuing conversations with Mr. Gregory.
- c. Mr. Gregory presented his latest proposal to the BOT on 02/28/2023. The Town is putting together a price for the property to be considered.
- d. The Board of Trustees has decided to not pursue Mr. Gregory's proposal further at this time.
- e. Staff will be seeking a site feasibility study for the Gesin Lot through DOLA.
- f. The monument sign/clock tower RFP has been distributed. The proposals will be reviewed on 05/11 at 2pm.
- g. DHM Design has been awarded the contract by DOLA. The Kick-Off meeting took place on 06/26 followed by the Design Charrette.
- h. DHM Design held their second meeting, to review and give feedback on three options on 08/14/2023 at Town Hall. The archway over Main Street was chosen by the group. DHM is working on additional design development before presenting to the BOT.
- i. The MSBOD made a design recommendation to the BOT. The BOT have moved forward with the MSBOD design recommendation at their 11/28/2023 BOT meeting.
- j. The Town will be seeking grant funding for this project through the T-Mobile Hometown Grant in the first quarter of 2024.



- k. The Town is starting the process of creating an RFP for the design and development of the Gesin Lot.
- l. DHM has presented the 60% design set to the Town for review of the Main Street Archway Sign.
- m. Gesin Lot RFP draft is being reviewed by the BOT on 06/11/2024. Planning for a RFP release of July.
- n. Gesin Lot RFP received zero bids. The Main Street Board and BOT may consider a different approach moving forward. It was discussed to court potential developers based on completed projects that are similar to what is desired. Could put out an RFQ in Spring/Summer 2025. Also could consider subdividing the lot to allow for smaller scale development from different entities that may better reflect scale and style of Main Street Elizabeth.

3. Ornaments

- a. Tom Pollard has provided pricing for this year's ornaments. The total will be \$2,195.00 which includes art and tooling, 200 ornaments, boxes with info sheet, and shipping.
- b. The Town has received this year's ornaments. Ornaments are available for purchase by the Main Street businesses.
- c. All 200 ornaments have been purchased from the Town for 2023.
- d. Michael Hussey has provided the MSBOD with a draft for the 2024 Ornament.
- e. Ornaments were ordered and arrived in September.
- f. Current sales are at 160 sold with 89 left in the Town's inventory.

4. Training Update/Reminder

- a. Alert Staff of any trainings you feel are relevant.
- b. DOLA Main Street Program provides monthly trainings online.
- c. Main Street NOW 2025 will be held April 7-9th in Philadelphia, PA. Please alert staff if you are interested in attending.

5. WiFi on Main Street

- a. The Town is working with Maverix to provide wireless internet service to Main Street and Running Creek Park. Maverix to met with the BOT on October 10th, 2023.
- b. BOT has approved Maverix contract and Maverix team is moving forward with infrastructure improvements.
- c. Fiber has been pulled and equipment is being installed and set up for deployment.

6. 2024 Fourth quarter stats are being submitted to DOLA on 1/15/25.

7. HAB Update.

- a. The HAB has tabled their efforts to establish a historic district.



- b. The HAB has recently completed a vision workshop and updated their workplan with more public relations and outreach efforts.

8. Town of Elizabeth - Façade Grant

- a. The first three applicants have completed their improvement projects.
- b. Six projects have been presented to the Historic Advisory Board for the January 2025 round.
- c. Yard signs have been made and received to promote completed projects.
- d. After this round of awards are given, Staff will send update to newspaper.

9. Locable

- a. Staff has purchased the Locable package as directed and is in the process of starting the website.
- b. Staff is compiling a list of businesses and partners to provide to Locable. Locable will hold a kickoff call and subsequent virtual community meeting.
- c. Locable has completed a draft of the website which will continue to be updated as Staff and the MSBOD provide feedback. The website will be ready for a “soft launch” at the MSBOD Networking Event.
- d. Staff is exploring late February and early March dates to begin trainings with individual businesses and organizations.

10. Main Street Mini Grant Funds (DOLA)

- a. During the December 2024 meeting, the MSBOD decided to try and pursue a mural in order to spend the Main Street Mini Grant Funds (\$20,000). Upon direction from the board, Staff reached out to Some Girls and a Mural and received a quote and timeline. They stated their interest in the project and ability to complete it by June and to stay within the \$20,000 funding.
- b. The use of the mini-grant funds will be going to the BOT for approval on February 11th.

11. Main Street Promotional Video

- a. Through DOLA Main Street, each Main Street program is being given the opportunity to participate in their own promotional video. We are working with Slate Communications to put together a 5-minute video featuring our Main Street and its businesses. We will be filming on February 21st, and will have a draft by May.