

Retailers' Meeting  
Feb 18 2021, 6pm  
Minutes

**BMS & General**

- Board Changes

Matt & Suzanne resigned from board, remain with design committee

Frankie & Laurel new board members

Mickey to join board in March

New businesses on Main- (since COVID) Pergaminos, Jorge's Dance, Artsy, Energizing Juice

- Grant projects

- Amphitheatre

- Boonton Arts-dogs, murals, electrical box wrapping w/artwork, large custom boonton bike rack

- Streetscape items: benches, new garbage and recycling cans, single bike racks, pet waste stations

- Electrical Sign at Town Hall

- Wrought Iron Fencing top of main, should be able to replace ½ current chain link

- Boonton Guide-advertising opportunity discussed, see link in RC

**Communicate with BMS**

- Check RC (retailers' corner) weekly for updates/opportunities

- New website launch

Phase I approx 2/20, *without* for merchant section (old retailers' corner)

Phase II add merchant section, add Visit tab & inner page

For Merchants section to have password for retailer access to info and chat threads to communicate with fellow merchants without needing a SM group

Phase III interactive Map added

**COVID related updates-see links in RC**

- 2nd round PPP, new PPP forgiveness, forms go live in March

- PPE giveaway for businesses and residents, retailers interested, more info to come

- Fed Ex Grant 3/9

- Discounted PPE 65% off for business owners

- Grant for district deadline extended 2/24-discussed Laurel's idea of walking/step counting within district with check ins at retailers and small incentives built in for set number of steps achieved within district

**Farmers' Market**

- Growing market, goal of doubling vendors to 20/week

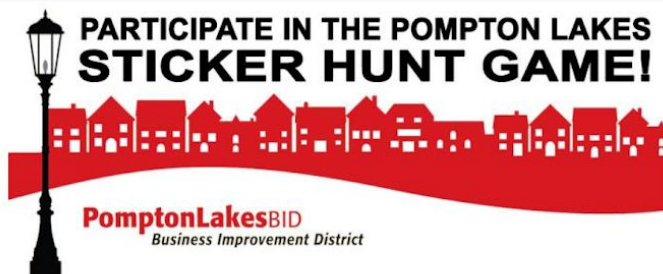
- Growing market brings more people to Boonton

- Rise & Shine Class every week, fully booked with instructors, 8-8:30am, Thank you Boonton Coffee for donating one free cup per student

- Music every week 10-1
- Children's activities weekly, art station, face painting, hula hoops, big yard games connect 4/tic tac toe games, etc.
- Getting Main St involved in FM
  - Classes in afternoon for demos/family=sign up
  - FREE to attend market for BMS businesses, sign up
  - Raffles
  - Main St Booth-co-op by businesses, shared tents so business owners do not need to staff full day, BMS does not have empty tents at market

## Events

- March/April-Easter Egg Hunt-hiding many eggs giving away food not covid compliant, instead:
  - Sticker booklet, every participating store to receive 2 golden eggs to hide. Child finds an egg, gets a sticker on your business square in the booklet. 5 stickers=1 raffle entry, 10 stickers=2 raffle entries, etc. *Each participating merchant to donate a prize toward the raffle.* BMS will bundle and give away 1st, 2nd, 3rd prize.
  - March 28- April 3
  - Sign up by March 3-coming soon to RC
  - Mike (Artsy) and Mel (Mud) volunteered to help finalize details
  - Example from Mike's former location



Let The Pompton Lakes BID promote your business through this fun program aimed at getting people to visit your location.

1. "Sticker Hunt Flyers" will contain boxes - with a designated business (LIKE YOURS!) listed in each.
2. Flyers will be available at all participating businesses.
3. Customers collect stickers by taking their flyers to participating places where each business places a special sticker on their square/box.
4. The more stickers people collect on their flyer, the greater their chance to win prizes.

Prizes will include \$2000 in BID BUCKS and gift certificates/prizes from all participating businesses.

All participants in the "Sticker Hunt Program" agree to:

- put your business into one of the boxes on the flyer.
- display and hand-out "Sticker Hunt" cards
- place "Stickers" on the square that represents your business.
- give a gift certificate to be used as part of the prize packages for this program.

- June-Music on Main and Dog Days
  - Sign up by 5/1-coming soon to RC
  - Important to know who is having music for coordination of sound, even if hiring your own, please share info with BMS for logistic purposes

### **Promotion**

- Highlights to BMS by 2/24, third Wednesday of the month prior going forward-see RC
- Mailer-lots of interest! 6 businesses already committed, need at least 4 more
  - To go out first full week of April
  - Idea-Boonton is a destination  
feel/richness of town-see mock up below  
Story of a Day in Boonton, not a typical ad with squares of separate ads/offers
- 10,000 mailers, double sided 8.5" \* 11"
  - Boonton Twp
  - Mountain Lakes
  - Montville
  - Parsippany, excludes Lk Hiawatha
  - Kinnelon
- Cost
  - Approx \$300/merchant if 10 businesses, less \$ if more merchants
  - BMS contributing \$500 to cost, providing photography and creating story
  - Melanie (Boonton Mud), printing at cost and organizing distribution
- Offer-bring this flyer to any business listed and receive 20% off at retail & service locations, 10% off at restaurants, up to \$30 value. Discount expires 9/30/21

RC=Retailers' Corner tab of BMS Website



# Spring's Here! You Should Be, Too!

VISIT BOONTON, USA



**It's 8 am.** The sun is shining, you are feeling refreshed, and the day is yours. But what's there to do? **Visit Boonton.**

Boonton USA is in Morris County, NJ, just 30 minutes from NYC. It's the only city in the country by that name, and our unique town is sure to wow you, and make your day complete. Listed in the top 33 best small towns for day trips (we are #11), come find out why.

Begin at family owned **Olde Towne Deli**, order a Taylor ham, egg and cheese sandwich and see why theirs was voted best in Morris County. As you walk your way out of Olde Town and up Main Street, notice the beautiful flatiron building and the way in which the street winds slowly up hill, inviting you to take a deep breath and enjoy the day.

Your next stop, **Boonton Coffee**, is a fabulous place to get a cup of whatever it is you love (latte, espresso, drip, even tea) and get to meet the locals. This is the meeting space in town, and dogs are welcome, too. Ask about the Toxic Avenger.

After that, you might like to walk to the top of the hill, and visit **Grace Lord Park**, home of concerts in the park, the Boonton Falls, and beautiful walking trails.

Oh, and on your way up, be sure to visit our many unique shops including **Time's Tin Cup Antiques**, **Time to Consign**, **Walter Bauman Jewelers**, and **Heavenly Temptations**. Shop like a Housewife (we mean a RHONJ) at **Robin's Closet**.

After the park, grab a slice at one of our amazing pizzerias, or sit down for a yummy Mexican meal. Most of our restaurants are BYO (saving you money) but if you really want a beer or a glass of wine, try **Sharky's West**, **Johnnie's Tavern** (a local, long time favorite), or **Boonton Station**.

Digest and take in some self-care. Get a manicure (even the burliest men deserve clean nails), a haircut at **Randi's** or a blowout at **Thriv**, then treat yourself to dessert.

Get ice cream at **Scoop House** or baked goods at **Pergamino's Bakery**, **Heavenly Temptations**, and **Creations by Sabrina**. Peek in and pick your perfect dessert, and be sure and get something to take home with you.

As you make your way back down Main to head home, be sure to order take-out for an easy dinner prep. Try **Chili Willie's** for a Mexican meal (pro tip: get chips, guac, and salsa to go); some personal pizzas from **Roma Pizzeria**, or a world-famous meal from **izi Indian Italian Fusion** (they were featured on Barstool and Dr. Oz).

Be sure to grab a pilates mat schedule at **Six Degrees**, and the dance class schedule at **Dancing with Jorge**, so you can experience a class on your next visit.