



Mayor's Advisory Committee Meeting Minutes

Monday, June 10, 2024, 5:00 PM - 6:00PM
In Person at Rahway City Hall, 1 City Hall Plaza, SID Office

Committee Members in Attendance:

Heidi Loder-Rosal – Atelier Rosal, Laura Bellevue – Resident within the SID District

Absent: *Peter Kowal – Butch Kowal's, Rafael Ortiz – Academy Glass,
Herve Gaspard – Gaspard Arts Academy, Karin Napier – Special Improvement District, City of Rahway*

Staff: *Anthony Armando – Special Improvement District, City of Rahway*

Guest: *none*

SAVE THE DATE: The next committee meeting is Monday, August 5th at 5:00pm at Hamilton Stage.

Please note: A location and date change for the August meeting, it will be a combined meeting has been scheduled.

Welcome: Anthony Armando opened the meeting and updated the committee on a variety of projects and then opened discussions for new business amongst committee members:

I. Event Recaps and Projects:

SID Business Improvement Program & Facade Improvement Program: The committee was updated about additional eligible businesses that have been recently funded. Also, new businesses were contacted to be included in the grant funding application.

NJ Arts & Music Express held on Saturday, May 4th, went well for an inaugural event, even with a cool and overcast day and then rain near the end of the event time. The Coffee Box had musicians performing all day, UCPAC had a Star Wars screening, and the Arts District Park mural dedication ceremony was well attended. The Cherry Street vendor market and the art galleries reported good traffic.

Action: Anthony will reach out to Avenel to discuss a post-mortem with the organizers of the other townships.

II. Upcoming Projects & Events:

- a. New Public Art Incentive Grant Program will be funded directly from a SID Grant to encourage new murals, sculptures or light art into Rahway. Installation requirements are that they art would need to be visible from a public gathering standpoint. The grant will be available starting on August 1st.
- b. The Extra Space Storage on 2255 Elizabeth Avenue, will have a mural painted on a façade wall starting on Monday, July 1st.
- c. The Latin Stroll is scheduled for Saturday, June 22nd with four stroll locations. NJ Salsa is hosting the event which starts at the Recreation center, with live musicians accompanying participants to three locations – Romero's Restaurant, The Waiting Room and the Lounge at the Watt Hotel.

- d. The Cherry Street Soiree En Blanc dining event is scheduled for Sunday, August 25th, with a rain date of Sept. 1st.
- e. Small Business Saturday planning starts up in late August.
- f. Holiday Lights – Holiday décor information will be supplied at the next Ad Hoc Meeting. A committee member suggested that more lights be installed on East Cherry Street.
- g. Social-Media and Branding Program: Fourteen small businesses applied for a grant that allowed a social medial specialist to work with three finalists. The chosen businesses were: Wet Ticket, Millie & Joy and Sabor Peruano. Check out new postings from each business soon to see the difference.

III. Old Business: No old business.

IV. Open Discussion / New Business:

Anthony updated the committee about the East Cherry Street Streetscape construction which would start in 2025. The plan was altered and all businesses are invited to a public presentation about the changes to the design which will be held on June 14th at 10:00am at the Rahway Public Library auditorium.

V. Ribbon Cuttings

a. June 3rd - World of Beauty on 84 Monroe Street. Owner, Teresa Grande and her team of licensed professionals, offer the latest beauty services and treatments for all ages and styles in a beautiful and modern beauty salon. To feel and look your best, stop by and indulge in a world of beauty. The business is open Monday through Saturday. Please call 908-936-2429.

b. June 5th – The Lymphatic Massage on 1544 Irving Street, Suite 2. Owner, Yamilca Montero, specializes in medical and therapeutic modalities, post operative and lymphatic drainage massage. Check out her full range of services. The business is open Monday through Saturday. Please call 732-277-7552.

c. June 26th – Akasa Yoga, located at 208 Central Avenue, offers a safe place for all to connect their mind, body, soul and heart through the beautiful practice of yoga. Owner, Melanie Gonzalez Kennedy, is an inspired Latina woman who strives to bring the community together through movement. Please call 908-514-3992.

www.akasayoganj.com

Future ribbon cuttings are planned for: The Chicken Box, Mana Spanish Food 2 and Marantha Coin and Jewelry

Adjournment: Anthony Armando thanked everyone for and the meeting adjourned at 6:00pm.