

FBPA Meeting Minutes

Date: 1/17/2024

Location: Purotu Salon

Meeting began at 6:38 PM

Attendees:

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

Judith Marchant, Modern Fossils

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

Ann Miller, Puroru stylist, Bastille Day's Marie Antionette

Travis Lupo, Purotu Salon

Lisa Naples, Lisa Naples Clay Studio

Kelli Lupo, Purotu Salon

Lindsay Tilton, River Valley Realty, *New FBPA Member

Barbara Groogan, Coldwell Banker Hearthside, Milford Merchants connect

Peter Rosenthal, Makers Alley

Bonnie Pariser, Yoga Loka/Eco Loka

President Report

-Current Bank Balance: *as of 1/16/24 - \$6,204.54

-Membership Report:

- 2024 membership count: 38 members - 25 members at Level 1 and 8 at Level 2
2024 Membership income: \$4,000.00 (*approx. before PayPal fees are taken out)
- Membership fees are waived for 5 individuals as a barter (i.e. Del Val Storage gives us a storage unit, Mike Tysinski is the fearless leader of Riverfest - our largest annual event) the barter terms in all such cases are on that same level of reciprocation

-Current Expenditures: Quickbooks , Wild Apricot, Google, USPS, Zoom, Insurance, Canva, MailChimp, etc. = \$2,100 (approx.)

-Anticipated Expenditures/Income: Income from potential vendor fees at new Eco-event in April.

(*more on that below)

RiverRat Megaphone 2023 Overview

- There were 21 issues published - January and February were skipped
- 226 Listings/Ads were featured
- between 10-11 listings per issue seems to be the sweet spot for scrollability
- Members Featured the Most in 2023:
 - Sue Elkind (Dig Yoga) : 16 out of 21
 - Rick Epstein (Frenchtown Walking Tours) : 14 out of 21
 - Kenneth Daniels (Hopewell-Lambertville Eye Associates) : 13 out of 21
 - Studio Route 29 : 11 out of 21
 - ArtYard : 11 out of 21

FBPA Executive Board Positions: Vice President and Secretary are in need of re-election / replacement.

- We are seeking nominations or volunteers to fill these positions
- they are both 2-year term positions

Shopping Just Got Better: this “micro-event” came to a close on January 1st.

- Live Drawing - held on the Love Frenchtown’s Facebook page Thursday, Jan. 18 at 7pm
- All entry bags have been collected, and entries have been sorted, labeled and counted
- 658 new emails were added to our newsletter contact list

Frenchtown News, Updates, and Topics of Discussion:

Schneiderwind Family Fire GoFundMe

Several members of the FBPA contacted Morgan requesting us to assist the Schneiderwind family, owners of Schneiderwind Farm & Nursery. On January 14th, their house was tragically lost due to a transformer pole that had fallen on the house. In response, a GoFundMe page was created to collect donations from the public. The GoFundMe page was launched and shared to the Love Frenchtown Facebook page shortly after 3:30 pm on 1/15/24. As of 9:00 am on 1/17/24 the fundraiser had already received \$19,190.00 in donations (*the fundraiser as of 1/19/24 has now officially raised over 26k!)

The National Hotel is officially offering their full dinner menu! Many good reviews have been seen floating around on Facebook since and good reviews were mentioned by some of this meeting’s attendees as well. They are open Tuesday through Sunday - closed Mondays.

Fionas, the newest restaurant in town, will be under new ownership by the end of this month.

The current head chef, Daniel Gras, will be taking over and it’s anticipated that we’ll see a rebranding and new menu by February. The new name will likely be Chez Daniel to pay homage to his father’s bakery, named Chez Michele.

The Frenchtown Pharmacy celebrated 45 years in business this last year! In 1985 the business was moved from the Odd Fellows Building to Kingwood Avenue, and then moved again in 2014 to where it currently resides on Race Street. The dates were confirmed thanks to Rick Epstein's *Frenchtown* book. This occasion was brought to the attention of the FBPA by Chris of Dalla Terra. Morgan would like to put together a card, or something of the sentimental sort, signed by our business community to commemorate their longevity. Arguably they are the longest running business in Frenchtown, but need to refer to Rick to confirm!

Yoga Loka celebrates 21 years in business! Bonnie Pariser has moved her business to four different locations in Frenchtown throughout the many years. The first of which was where this meeting was held, in the new upstairs section of what is now Purotu.

The event dates and brief outlines of this year's FBPA events will be submitted to the Borough for approval at their February meeting. Once they have been approved, we will release this info to everyone and can begin planning, organizing, and advertising the events that lie ahead!

Morgan would like to try for an Earth Day celebration for this April. Bonnie Pariser had set the stage for the inspiration by mentioning the idea at a previous meeting and it seems doable with the time that we have if we start planning now.

-The rough outline: a week-long celebration focused on living sustainably and making better choices for our planet. Set to begin the first week in April, micro-events utilizing local collaborations (i.e. Sustainable Frenchtown, Frenchtown Community Garden, Eco Loka) will be happening throughout the week and then the weekend (Saturday or Sunday) will host a vendor market in Sunbeam Lenape Park. The market place will be open to two categories of vendors:

1. Makers who are using upcycled, sustainable or natural materials, eco-conscious products only, nothing mass/fast-produced
2. Local food producers & growers. A potential collaboration with NOFA NJ may be made for this category to assist in connecting us with the farming and food producing community.

- The original plan was to have the event start on Earth Day, Monday, April 22 and have the vendor market that weekend. Timing of the event was adjusted to better accommodate Bonnie, who will be an event assistant/coordinator, and Modern Fossils who wish to participate at the market.

Suggested additions that were made for this event at the meeting:

- downtown stores offer a sidewalk, last-chance discount sale
- Host a local clothing swap
- Host a "buy-nothing" type of tent at the marketplace where people can donate to or take things from. Things could be donated by the Frenchtown community. Like a town-wide yard sale but condensed under one roof.
- Tree planting in Borough park

- Selling Trees to the public and potentially giving the Schneiderwind the opportunity to collaborate and to give them our business
- Getting the Boy Scouts or Girl Scouts involved to help us with a set goal, i.e. steward the overgrown hiking trail at the borough park, planting trees
- town-wide compost initiative

Open Discussion

Peter Rosenthal: Artober, hosted by Maker's Alley, got its first grant this last year to take the event to a new level. Maker's Alley is seeking suggestions for additional programming activities to add to this year's event. They are also looking to hire someone to help with their social media outreach and digital media/filming.

-Maker's Alley will start taking exhibit submissions for the Spring show soon.

-The Buck County Herald will be a media partner again this year

Barbara Groogan: Milford will need to have a discussion on cannabis businesses in their town due to having received a request from someone who's interested in potentially starting a business in the town. Barbara didn't mention who the interested party was or where they were interested in opening up shop.

Meeting ended at 7:50 pm