

# THE PRIDE REVIEW

Scotch Plains Management Corporation

## BOARD OF DIRECTORS

Jim Watson  
**CHAIRMAN**

Jeff Kowalczyk  
**VICE CHAIRMAN**

Theodore Schiller, Esq.  
**TREASURER**

Shana Coelho  
**SECRETARY**

Mayor Nancy Malool  
**COUNCIL LIAISON**

## BOARD MEMBERS

Greg Bisson

Tom Britt

Tom Cusmano

Nick Del Negro

Frank Dilollo

Steve Goldberg

Ken Marke

Dominick Verdic



September 2009

Dear Members of the Scotch Plains Management Corporation:

Although many of you have participated in some of our events or have other forms of involvement with us during our growth over the last year, we, as your Board of Directors, would like to take this opportunity to give you an official update.

One of our very first orders of business was to incorporate under the name of Scotch Plains Management Corporation (SPMC) which is the business entity that represents the Special Improvement District (commonly known as SID) of Scotch Plains.

Last spring, with the assistance of Scotch Plains Township Department of Public Works, we hung blue flags throughout the the SID's business community. The flags have a significant message of "Pride In Scotch Plains, Our Town, Our Future". It's a message that empowers the SID, the businesses within the SID, our residents – our whole town!

We were also able to secure the web address, [www.prideinscotchplains.com](http://www.prideinscotchplains.com). The site is a work in progress, so look for new and exciting information on the site coming soon, including information about commercial properties available, a business directory and more.

In the spring we launched the First Annual Memorial Day Music Festival. As many of you know, it was exciting and fun. Attendance far exceeded our expectations. We definitely created a buzz and foot traffic in town, creating attention and awareness to many of your businesses.

We have spent a significant amount of time on housekeeping matters over the summer including our search for a manager and this process is now in the final stages. We expect to have our manager in place, working for you, our business and commercial property owners, by mid-October.

Another initiative in progress is updating and collecting information for a SPMC database so we can better serve and communicate with you. In order to save money and provide timely updates to you, we plan to go paperless, utilizing e-mail as our primary means of communication. This data will also provide us the information we need in order to have a "**Shop In Scotch Plains**" section on the Pride In Scotch Plains website which will promote you and your businesses. You will learn more about that in the weeks to come.

Our Events Committee started street by street meetings in late August and these will continue through the fall. The purpose of these meetings is to discuss your thoughts, ideas and needs for future events that will help bring more attention and awareness to your businesses.

The Mayor and Council granted the SPMC permission to launch a television **news** program for Scotch Plains. It's called ***This Week in Scotch Plains***. The format is a 15 minute program, taped weekly, that runs every evening on Channel 34 (Comcast) and Channel 22 (Verizon Fios) at 6:30pm. This program highlights upcoming events, news and local businesses. The SPMC is working closely with the Scotch Plains Professional and Business Association in coordinating this new and exciting venture. Please watch the show and feel free to offer suggestions as to how to improve it. If you would like to get involved or be a guest on the show, check out our website [www.prideinscotchplains.com](http://www.prideinscotchplains.com) or contact Lisa Schiller at 908-347-0800. It's Scotch Plains Television... Your Town, Your TV.

After the New Year we plan on holding a full member Annual Meeting to discuss our progress and planning for 2010. Our long-term plans include some exciting ways to drive customers into your businesses. We will send future communications as progress grows. Last but not least we have prepared a directory of your Board of Directors and it is included with this letter. You can always reach us via the website and we plan to obtain office space in town where you can stop in with questions or suggestions.

Thanks for your support and please look for more exciting news this fall from the Scotch Plains Management Corporation.