

**Board of Trustee Regular Business Meeting
December 6, 2012
Columbia Bank
14-01 River Road**

Minutes

Attendance: Trustees in attendance Herrmann, Kellerman, Kuiken, Kleinberg, Landzettel, Levine, Malkin, Melissas, Noorigian, Simon and Wrubel (11). Borough Liaisons Swain and Metzler (2) Staff in attendance: Smartt and Davis (2).

Unable to Attend: Belferman and Michelotti (2)

Call to Order

Bob Landzettel called the meeting to order at 8:30 a.m.

Welcome Guests

There were no guests in attendance.

Administration

2013 RRIC Meeting Calendar

All received a copy of the draft of the 2013 RRIC Meeting Calendar – as well as a 2013 Holidays & Major Observances Calendar for reference – noting that this calendar models the meeting calendar adopted in prior years. The calendar draft – below – was presented for review to the Executive Committee on November 1st and was reviewed and approved by the Board of Trustees this morning.

2013 Meeting Calendar

The calendar incorporates the Executive Committee Meetings on the 1st Thursday every month, except August, and on 2nd Thursday exceptions as noted below, with the Full Board Meetings listed running concurrently with Executive Committee Meetings.

<u>Executive Committee</u>	<u>Full Board</u>
January 3	
February 7*	February 7*
March 7	
April 4	April 4
May 2	
June 6	June 6
July 11**	
September 12***	September 12***
October 3	October 3
November 7	
December 5	December 5

* Annual Meeting

** 2nd Thursday to avoid July 4th Holiday

*** 2nd Thursday to avoid Rosh Hashana Observance

Both the Executive and Executive/Full Board meetings are scheduled for 8:30 am and all meetings are at Columbia Bank.

Minutes of the Board of Trustee Meeting of September 6, 2012

The Minutes of the September 6, 2012 Board of Trustee meeting were accepted as presented.

Minutes of the October 17 and November 1, 2012 Executive Committee Meetings - For Information

The Minutes of the October 17, 2012 and November 1, 2012 Executive Committee Meetings were presented for information.

Financial

Financial Statement & Voucher Register December 6, 2012

The December 6, 2012 Financial Statement and Voucher Register were accepted as presented.

2013 Budget – Executive Committee Recommendations

The Executive Committee noted that they met and a consensus was achieved regarding the budget offered to the board regarding the 2013 budget. That consensus included the considerations offered by Don Smartt/CDS in appreciation for the opportunity for serving the RRIC since 1992, and the occasion for the 20th anniversary of that service.

Bob Landzettel and Don reviewed the specific line items in the budget offered by the Executive Committee – noting those specific line items that reflected a 50% reduction for 2013 in service costs that are being assumed by Don’s firm – CDS – as noted:

- Maintenance and Streetscape/Watering Services - \$11,000 in total services provided, \$5,500 will be paid by the RRIC; the balance provided by CDS
- Web Administration & Hosting - \$2,400 in total services, \$1,200 will be paid by the RRIC; the balance provided by CDS
- Marketing & Special Events Implementation - \$4,320 in total services provided, \$2,160 will be paid by the RRIC; the balance provided by CDS
- Public Relations - \$8,400 in total services, \$4,200 paid by the RRIC; balance provided by CDS
- Annual Report - \$1,186 in total costs, \$593 paid by the RRIC; balance provided by CDS

These reductions are offered based on the economies of scale available to the RRIC from CDS’s larger client reach/base and will be paid to the firm, with one exception, monthly at the rate of 1/12 of the annual budget agreed upon. The exception will be payment for the Annual Report which will be paid upon the completion of the annual report.

In 2013 CDS will provide and donate in support of the RRIC a total of \$13,653 in services and support.

Additionally, appropriations for a new banner system were also incorporated in the budget presented to the Board of Trustees. The RRIC will move forward with the fabrication and installation of a new banner system using the design approved in 2012 at an approximate cost of \$13,000 projected.

A campaign, that includes personal outreach of individual trustees and written invitations extended to previous banner sponsors, will seek contributions, at various levels – including the sponsorship level which would acknowledge significant contributions with the contributions presence on the banner system, will be undertaken to raise private contributions to pay for the system.

The Executive Committee will meet following the meeting to finalize the banner offering for 2013.

Finally, it was noted that the Executive Committee will be meeting to finalize the specific programs that will be offered in the line item appropriation of \$45,800 noted as Promotional/ Marketing Unobligated.

The below budget – recommended by the RRIC Executive Committee - was approved by those in attendance for submission to the Borough Council – Borough Liaisons abstaining.

	2013 Budget
Income	
1000 · SID Assessments - General	\$ 150,000.00
1100 · Trustee Commitment	\$ 2,685.00

1200 - Private Contributions , Fees	\$	-
1300 - Banner Sponsorships	\$	-
1400 - General Borough Grant - Holiday Lighting	\$	800.00
1600 - Interest Income	\$	75.00
Subtotal Income		\$ 153,560.00
1500 - Cash Carryover Appropriated	\$	19,000.00
1510 - Cash Carryover Unobligated	\$	-
1515 - Cash Carryover/Accounts Payable Prior Year	\$	-
Subtotal Cash Carryover & A/R		\$ 19,000.00
Total Income		\$ 172,560.00
Expense		
2000 - Administration (Operations)		
2100 - Administration Expense		
2110 - All Remaining/Contingency	\$	5,400.00
2120 - Insurance/Bond	\$	325.00
Total 2100 · Admin Expense		\$ 5,725.00
2200 · Administrative/Advocacy/Financial Administration Services (CDS)	\$	62,500.00
2300 - Financial/Audit	\$	1,750.00
2500 - State Filing Fees	\$	100.00
Total 2000 · Administration (Operations)		\$ 70,075.00
3000 - Operations (Appearance)		
3100 - Banner System - New	\$	13,000.00
3200 - Banner System - Rotation	\$	3,400.00
3300 - Gateway Sign Repair/Replacement	\$	-
3400 - Holiday Lighting/Decoration Program	\$	8,600.00
3500 - Gateway Landscaping Improvements	\$	-
3700 - RRIC S&A Grants	\$	-
3800 - Streetscape/Planter Maintenance (CDS)	\$	5,500.00
3805 - Plants	\$	2,500.00
Total 3000 · Operations (Appearance)		\$ 33,000.00
4000 - Special Events/Promotional /Marketing/Public Relations		
4000 - Promotional / Marketing - Unobligated	\$	45,800.00
4025 - Stakeholders Vision Meeting	\$	-
4050 - Marketing/Web Admin & Host//CDS-DC	\$	1,200.00
4055 - Marketing & Special Events Implementation/CDS	\$	2,160.00
4060 - Public Relations/CDS-DC	\$	4,200.00
4065 - Marketing & Design Consulting Services Package/DC	\$	-
4075 - My Town Marketing (KS)	\$	-
4080 - Special Event Miscellaneous (KS)	\$	-
4100 - Borough July 4th Fireworks	\$	-
4175 - Stakeholders' Annual Report/ CDS	\$	593.00
4275 - FLCC Directory	\$	-
4350 - FLCC Golf Outing	\$	100.00
4400 - Summer Concerts	\$	300.00

4500 - Classic & Other Car Shows	\$	1,340.00
4550 - Holiday Window Painting	\$	-
4575 - Passaic River Regatta	\$	-
4600 - Advertising & Promotions	\$	-
Subtotal 4000 - Promotional/Marketing		\$ 55,693.00
4902 - Institutional & Co-op Advertising	\$	3,792.00
(Less Projected Co-op Ad Revenue)		\$ -
Subtotal 4000 - Advertising		\$ 3,792.00
Total Special Events/Promotions/Marketing/Public Relations		# \$ 59,485.00
5000 - Planning Economic Development		
5100 - FLEDC Trustees Contribution	\$	-
5200 - Planning/Economic Dev/Other	\$	-
Total 5000 - Planning Economic Development		\$ -
Total Special Events/Promotions/Marketing/Public Relations/Planning & Economic Development		# \$ 59,485.00
7000 - Reserve Fund		
7100 - Unobligated/Contingency Reserve	\$	10,000.00
Total 7000 - Reserve Fund		\$ 10,000.00
Total Expense		\$ 172,560.00
Difference: Revenue Vs. Expenses		\$ -

Borough Liaisons Report

Borough Liaisons Lisa Swain and Tom Metzler reported on the following:

- Green Team ‘One Pound at a Time’ program - savings realized by personal weight loss, garbage reduction and proper tire inflation
- River Walk program for former Lackland river frontage – application to be developed and filed by Borough and RRIC based on the 2004 landscape grant application for this location
- Smoke Free Parks – legal issues being reviewed for implementation of program
- Maple Avenue/River Road - new traffic study being implemented by the County
- Police Department - Traffic Bureau program and additional patrolmen appointments
- Borough Website redesign – inclusive of a business link
- Borough Construction Official - retirement
- Subway – new River Road business purchasing 7 co-op parking spaces @ \$5,000 over 5 years - \$35,000 to the Borough’s general budget
- Chase Bank Parking – repaving restriping and updated signage in the Spring

Programs/Committee Report

Nomination Committee - February 7, 2013 Annual Meeting

Charlie Wrubel will confirm with Felix Belferman his desire and availability to continue service to the RRIC. Doug Kuiken, Bob Landzettel and Rich Noorigian all indicated their desire for reappointment.

Nomination & Election of Officers and Committee Members At Large – One (1) Year Term

The current trustees were renominated for election at the February 2013 Annual Meeting and John Melissas accepted the offer to join the Executive Committee as a Member-At-Large effective this meeting.

Marketing/Promotions

October & November 2012 Marketing Reports - District Connect

All received copies of the October and November 2012 Marketing Reports.

October RRIC Special Event #2 – MyTown Marketing

All received a copy of Kurt Schwartz’s Special Event # 2 final report.

Other

Bob Landzettel noted Doug Kuiken’s service as Chairman of the Board of Trustees of the New Jersey Business and Industry Association.

Appearance

Holiday Wreaths & Holiday Window Painting

Don reported that 92 holiday wreaths have been installed and 48 holiday windows have been painted. Trustees noted their support for this ongoing program to enliven the River Road business district during the holiday season.

Development/Redevelopment

There was no report at this time.

New Business

Pole Painting

Bob Landzettel noted that with the RRIC implementing new banners in 2013 that the Board should consider painting some of the poles in the district at a cost of approximately \$100 per pole.

The Executive Committee will further discuss this as part of the January 3rd Agenda as the committee reviews several program appropriations for 2013.

Board Meeting Schedule

Executive/Marketing Committee Meeting: Thursday, January 3, 2013 at 8:30 A.M. Columbia Bank

Board Meeting: Thursday, February 7, 2013 at 8:30 A.M. Columbia Bank

Public Comment

There was no public comment.

Adjournment

The Board of Trustee Meeting adjourned at 10:05 a.m. with the Executive Committee invited to remain to consider new banner program concepts for 2013.

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Executive Committee Meeting - Post Board of Trustee Meeting

Subsequent to the Board of Trustee Meeting, the Executive Committee convened and discussed options for the new banner program - with all nine (9) Executive Committee members in attendance – now including John Melissas who agreed to serve on the committee – and agreed upon the following:

- Contributions, in any amount, would be invited and acknowledged, if so desired, by the board and on the RRIC's website and social media.
- Contributors of \$500 would be offered name recognition on five banners
- Contributors of \$1000 would be offered name recognition on ten banners
- Those contributors who qualify for recognition on the banners and wish their business logo on the banners will pay an additional fee to cover the extra cost to the RRIC for doing so.
- Invitations will be sent to current trustees, past trustees and previous sponsors of past banners systems and other prospects as may be identified

Don will oversee the implementation of the fund raising campaign and report the progress of the campaign to the Executive Committee.

The Executive Committee adjourned at 10:20 a.m.

Respectfully submitted,

Rich Davis