

**Board of Trustee Annual & Regular Business Meeting  
February 2, 2012  
Columbia Bank  
14-01 River Road**

**Minutes**

**Attendance:** Trustees in attendance Kellerman, Kleinberg, Kuiken, Landzettel, Noorigian and Simon (6).  
Borough Liaisons Swain and Metzler (2) Staff in attendance: Smartt, Baglivo, Baker and Davis (4).

Unable to Attend: Belferman, Herrmann, Levine, Malkin, Melissas, Michelotti, Spivak and Wrubel (8)

**Call to Order**

Bob Landzettel convened the meeting at 8:35 a.m.

Welcome Guests

Bob noted that he had extended an invitation for Frank Rivera of Rivera's Restaurant, 6-18 Maple Avenue, to attend as a guest of the Board, but Bob was not certain whether he would make it this morning.

The trustees welcomed Councilwoman Lisa Swain and Borough Manager Tom Metzler to the meeting as the 2012 Borough liaisons to the RRIC Board.

RRIC 2012 Borough Liaisons - Borough Resolution 26-2012

All trustees were emailed a copy of the respective Borough Resolution 26-2012 which noted that the Borough Liaison Council appointments for 2012 are as follows:

- RRIC Councilwoman Lisa Swain
- BIC Deputy Mayor Ed Trawinski
- EDC Deputy Mayor John Cosgrove

Borough 2011 Volunteer Economic Development Administrator – Borough Resolution 43-2012

Additionally, Rich noted that Don has once again been appointed as the Borough of Fair Lawn Volunteer Economic Development Administrator for 2012 as per Borough Resolution 43-2012.

USPO: January 24, 2012 Meeting - River Road Post Office

Bob Landzettel reported that this meeting – scheduled by the postal service to hear comments from interested parties about the potential for reducing service at the River Road Post Office - was attended by RRIC trustees Arthur Levine, Rick Kellerman, Charlie Wrubel and himself. He noted the updates provided by the USPO representative at the hour long meeting and the comments offered by attendees.

Don noted that although the Borough has already sent a letter in support of keeping the local post offices – Broadway and River Road - open, that it should be noted for the record to the USPO that the property owner of the River Road site, Charlie Wrubel, was prepared to make the capital investment in upgrading the building to accommodate additional space for the Broadway routes to be transferred to River Road so that the River Road 'neighborhood' site can remain open with full window service. Don noted in response to a question that the BIC was not taking a position to oppose the closing of the Broadway site because the BIC recognizes that that location is not the 'neighborhood' location offered at River Road and does not have adequate parking. It was also highlighted that the location of an active window service post office – as opposed to one that would just have post office boxes but no window hours – is instrumental in attracting 'foot traffic' to River Road.

The Borough liaisons were encouraged to request that the Borough Council send another letter with the additional information – on the record- in terms of the offer made by the property owner in terms of upgrading the current River Road site.

## **Administration**

### Minutes of the Board of Trustee Meeting of December 1, 2011

The December 1, 2011 Board of Trustee Meeting Minutes were accepted as presented.

## **Financial**

### February 2, 2012 Financial Report & Voucher Register

Rick Kellerman provided his report on the February 2, 2012 Financial Statement and Voucher Register which were accepted as presented.

## **Borough Liaisons Report**

Lisa Swain and Tom Metzler reported on the following matters:

- Green Team - applications for recognition of 'green' activities by businesses in the Borough – the RRIC will submit an application for consideration as noted by Vince Baglivo comments
- Interfaith Community Meeting - held recently to address some bias concerns in the Borough
- Discover America - an opportunity for the filming of a TV segment by the Producers of 'Discover America' - at a cost of approximately \$20,000 - as a promotional segment noting the best aspects of the Borough. It was noted that although the Borough does not have the funding, if the Borough were to grant approval for the filming within the Borough, funding would need to be solicited from business owners and others in support of the filming
- Borough 2012 budget - status of Borough budget which is still in the 'managers' review/recommendation stage and has yet to be discussed by Council and that with the depleting of the Borough's surplus over the past several years and the expressed desire of residents and business owners that the Borough not increase taxes and also not diminish services – that the Borough will need to look at a variety of potential revenue raising concepts yet to be determined
- Lions Club - car show scheduled for the Sunday after Labor Day weekend – September 9<sup>th</sup>
- Old County Grant Application - potential from an old grant application for the introduction of bump-outs for pedestrian safety on Abbott Road and also Fair Lawn Avenue

Don requested that the liaisons follow-up on the status of the Lackland riverfront property transfer and the legal paperwork confirming the transfer to the Borough.

Tom noted that progress is being made in terms of the project at the intersection of Maple Avenue and River Road in response to Rick Kellerman's inquiry.

## **Programs/Committee Report**

### Nominations Committee

### February 2, 2012 Annual Meeting/Slate 'A' Trustee Reappointments/Officers & Executive Committee Members-At- Large

The trustee noted the recommendations for reappointment of the Slate 'A' trustees as follows which were then affirmed by the Board of Trustees at the Annual Meeting for three (3) year terms expiring in February 2015:

- Rick Kellerman
- Irv Kleinberg
- Arthur M. Levine
- Todd Malkin
- Stu Herrmann - Chamber of Commerce Representative

Additionally, the following Officers and Members-at Large were renominated for 2012 and the recommendations were affirmed by the Board of Trustees at the Annual Meeting for one (1) year terms expiring in February 2013:

President	Robert W. Landzettel
First Vice President	Arthur M. Levine
Second Vice President	-
Secretary	Todd Malkin
Assistant Secretary	-
Treasurer	Rick Kellerman
At-Large Members (4)	2012 At-Large Members
	Irv Kleinberg
	Charlie Wrubel
	Barbara Simon
	Rich Noorigian

**Board Recruitment**

All received a copy of the letter dated January 17, 2012 that Bob Landzettel sent to trustee Demetrios Stratis thanking him for his service on the RRIC Board of Trustees. It was noted that Demetrios' court schedule as a lawyer precluded him from attending the RRIC meetings.

Don provided trustees with the contact information for 7-11 and the Nominations Committee will follow up with both 7-11 as well as CVS and extend invitations to representatives of both businesses to attend the April 5, 2012 Board of Trustee meeting as guests of the Board.

**Appearance**

There was no report.

**Development Review**

There was no report.

**BIC/EDC Update**

There was no report.

**New Business**

**River Road Anniversary Businesses/2012**

It was noted that Lazon Paints was celebrating 80 years of business in Fair Lawn and that Kuiken Brothers was celebrating 100 years of business in the Borough in 2012. It was noted that both the Borough Council and Chamber of Commerce will be honoring Kuiken Brothers for their 100 years of service in Fair Lawn.

Both businesses will be featured in the RRIC Annual Report. Doug Kuiken will have his Marketing Coordinator forward the Kuiken Brothers press release to Don and Vince in terms of their 100 years in business.

At 9:35 a.m. it was noted that Don and the Marketing Committee would now meet with Vince Baglivo and Spencer Baker of District Connect to continue their dialogue in framing the marketing program for 2012 and that all trustees whose schedule permitted were invited to stay for this aspect of the meeting.

The Borough liaisons excused themselves from the meeting at this time.

## **Marketing/Promotions**

Vince and Spencer provided a monthly written report of their respective activities for the RRIC inclusive of Public Relations, Marketing and Website. It was noted by Don that this monthly report in the future should include statistical data on the visits to FaceBook – which now has approximately 200 friends - and the RRIC website with Spencer noting this will be included in future reports and the data from January will be emailed to all. This data will provide comparative data to assist in measuring the impact of these sites in marketing the RRIC business community.

Vince also reported on his contacts with CVS representatives and CVS's acknowledgement that this new location on River Road was not a new business but a relocation of an existing business from another local area and therefore there would not be any 'grand opening' activities at the store.

## **Branding**

Vince and Spencer provided the committee members with some suggested considerations for brand positioning concepts. The committee members noted that in the respective suggestions they would not include the word 'district' and preferred the 'neighborhood' concept in examples offered such as 'Make Our Neighborhood Yours'.

Vince and Spencer will develop some sample brand logos and forward them to Don and the committee to review prior to the next Marketing Committee meeting which was scheduled for Thursday, February 23<sup>rd</sup> at 8:30 a.m. at Columbia Bank.

## **Advertising**

Don provided the committee with the requested ad rates for The Record and NJMG local print media venues utilized by the RRIC with Don noting that the RRIC had suggested \$7,500 be set aside to fund an advertising program in 2012 and Don offered in his communication the following considerations for review and discussion:

- the best pricing, and the largest direct market area readership, can be reached through the weekly newspapers owned by North Jersey Media Group distributed in Fair Lawn, Elmwood Park/Saddle Brook and Hawthorne.
- pricing leverages off of the 2012 purchase by the Broadway Improvement Corporation of 30 pages of advertising under an agreement between NJMG that makes available to either the RRIC or the BIC the same rates. A full page ad (or increments thereof) appearing in each of the three newspapers mentioned above may be purchased at the rate of \$1,650 for the three papers:
  - a full page ad costing \$1,650 could be placed less than 5 times in 3 papers for a total of less than 15 ads in 2012
  - a ½ page ad costing \$825 could be placed 9 times in 3 papers for a total of 27 ads in 2012
  - a ¼ page ad costing \$412.50 could be placed 18 times in 3 papers for a total of 54 ads in 2012
- with the exception of the two promotions (Spring and Fall) to be organized by Kurt, Don recommended that any ads purchased be institutional in nature with a message that emphasizes our neighborhood commercial district

The committee will review these considerations and suggestions at the next committee meeting. Don noted that he had previously shared this information with Charlie and Arthur when they noted they would not be able to be in attendance this morning.

## **Board/Committee Meeting Schedule**

**Special Marketing Committee Meeting:** Thursday, February 23, 2012 at 8:30 A.M. Columbia Bank

**Executive/Marketing Committee Meeting:** Thursday, March 1, 2012 at 8:30 A.M. Columbia Bank

**Board Meeting:** Thursday, April 5, 2012 at 8:30 A.M. Columbia Bank

**Public Comment**

There was no public comment.

**Adjournment**

The meeting adjourned at 10:20 a.m.

Respectfully submitted,

Rich Davis