

**Board of Trustee Meeting
February 10, 2011
Columbia Bank
14-01 River Road**

Minutes

Attendance: Board in attendance were Kellerman, Kuiken, Landzettel, Levine, Simon, Spivak and Wrubel (7). Staff in attendance: Smartt and Davis (2)

Unable to attend: Trustees: Belferman, Herrmann, Kleinberg, Malkin, Michelotti and Stratis (6) and Borough liaisons: Borough Council liaison Tedeschi and Borough liaison representative Van Kruiningen (for Stafford) (2)

Call to Order

Bob Landzettel called the meeting to order at 8:00 a.m. thanking all for rearranging their respective schedules when the February 3rd meeting had to be rescheduled because of the ice storm and the weather conditions precluding a quorum from being able to attend the meeting.

Welcome Guests

There were no guests in attendance.

RRIC 2011 Borough Liaisons - Borough Resolution 27-2011/ Borough 2011 Volunteer Economic Development Coordinator – Borough Resolution 44-2011

Richard noted that all have a copy of the Borough Resolution 27-2011 in which Borough Council noted the continuance of the same representation in 2011 as 2010 for Council liaisons to the BIC (Trawinski), EDC (Weinstein), RRIC (Tedeschi), as well as alternates Swain and Baratta. It was also noted that Don Smartt was reappointed as the Borough Volunteer Economic Development Administrator for 2011.

Administration

Minutes of the Board of Trustee Meeting of December 2, 2010

The Minutes of December 2, 2010 were accepted as presented. Richard noted that all had also been emailed a copy of the January 6, 2011 Executive Committee Meeting Minutes.

Financial

February 3, 2011 Financial Report & Voucher Register

Rick Kellerman reviewed the February 3, 2011 Financial Statement and Voucher Register which were accepted as presented.

Borough Liaisons Report

There was no Borough liaisons report.

Programs/Committee Report

Nominations Committee

Annual Elections

Charlie, Bob and Barbara, Nominations Committee, noted that this is the Annual meeting of the RRIC Board of Trustees.

Slate 'C' Trustee Reappointments

As was reported by Charlie at the last meeting all Slate 'C' trustees up for reappointment have indicated their desire to continue to serve on the RRIC Board of Trustees for a new three (3) year term: Peter Michelotti, Barbara Simon, Demetrious Stratis and Charlie Wrubel. The trustees in attendance unanimously endorsed the reappointment of the Slate 'C' trustees.

Nomination & Election of Officers & Executive Committee Members At Large

The current year Executive Committee officers and Members-At-Large were nominated and elected unanimously to continue their service as follows:

- | | |
|------------------------|---|
| ➤ President | Bob Landzettel |
| ➤ First Vice President | Arthur Levine |
| ➤ Secretary | Todd Malkin |
| ➤ Treasurer | Rick Kellerman |
| ➤ Members-At-Large | Irv Kleinberg, Charlie Wrubel and Barbara Simon |

Board Recruitment

Charlie reported that he, Bob and Barbara will be meeting with John Melissas in terms of John's interest in serving on the RRIC Board of Trustees. Charlie will contact John to arrange for a breakfast meeting at the Empress Diner for Tuesday morning, February 15th.

Marketing/Promotions

RRIC 2011 Annual Report Update

Don provided table copies for reference of the draft of the report which was finalized through the joint efforts of Diana, Vince, Charlie and Bob. The trustees commended those involved in the preparation of the Annual Report for a job well done. Doug Kuiken indicated his firm would be willing to be a report sponsor in the amount of \$250. Don will advise Diana for follow up in this regard.

February 17, 2011 RRIC Hosted District CPO Breakfast Meeting: Crème de la Crepes 8 a.m.

Don reported that approximately 10 CPO's have confirmed attendance. All trustees in attendance this morning and Irv Kleinberg have indicated that they will be attending. Charlie Wrubel will finalize an Agenda for the presentation. Invitations were mailed to all CPO's in the district, eblasts were sent as follow up by Diana, and Charlie Wrubel has been calling a select list of approximately 40 CPO's to encourage their attendance. Don will advise Vince Baglivo to also be in attendance for photos and a press release.

Date & Venue TBD: Business Owners/Market Study Partners/Borough Council/Borough Zoning & Planning Board Market Study Presentation Meeting by JGSC Group

The RRIC will await the input of the CPO's at the February 17th meeting before determining direction regarding this meeting.

2011 Marketing Program

The trustees decided to change the March 3rd meeting to a combined Executive/Marketing Committee Meeting with the focus of the meeting being the 2011 marketing program. Don will invite representatives of NJMG to meet with the Board and staff Diana Vitrano, Vince Baglivo and Spencer Baker will also be in attendance. Doug Kuiken will see if his firm's marketing coordinator will be available to attend.

Don will arrange for Wi-Fi hook up for the meeting at Columbia Bank so all can review various internet advertising concepts such as the Fair Lawn Patch and several SID websites that have recently updated with comments offered by some trustees that the RRIC website should be reframed and upgraded. Don will forward the links to Fair Lawn Patch and other SID websites for review prior to the meeting. Charlie Wrubel also noted that the trustees should have all cost proposals for both print and internet media advertising in hand prior to the meeting so informed discussion can occur and direction finalized for a 2011 marketing program.

Appearance

Light Poles

Bob noted a problem that has been ongoing in terms of the light poles in the ShopRite block area. Don noted that these poles and the ones at TD Bank need to be addressed with PSE&G by the respective property owner rather than the Borough because the property owner in this instance is responsible. Don noted that contact has previously been made with them regarding these pole issues.

Sign Grant

Don noted that the RRIC has not dedicated any financial resources in 2011 for the District Sign & Awning Grant program and that in the absence of district funds the RRIC website will be updated to reflect this program change. Only a limited amount of County Sign & Awning Grant funds are available at this time.

EDC IRG Grant Program

Don noted in response to Bob's question regarding the potential for reprogramming the EDC IRG grant program funds that nothing has been done by the EDC in this regard. Bob requested that Rich ask Steve Weinstein, EDC Borough Council liaison, to provide an update on this at the March 8th EDC quarterly Board of Trustee Meeting.

Development Review

Updates were discussed regarding KEM and Arthur and Bob offered comments regarding a recent meeting they had with representatives of the Goldstein Group in terms of commercial property leasing considerations.

BIC/EDC Update

Don reported that the EDC has their quarterly meeting scheduled for March 8th and that the Borough has received a \$150,000 Municipal Aid Grant for 'pedestrian safety' projects, specifically bump-outs, for Broadway.

New Business

There was no new business brought before the Board.

Board Meeting Schedule

Executive Committee Meeting: Thursday, March 3, 2011 at 8:00 A.M. Columbia Bank

As noted previously, the March 3rd meeting will be a combined Executive/Marketing Committee Meeting.

Board Meeting: Thursday, April 7, 2011 at 8:00 A.M. Columbia Bank

Public Comment

There was no public comment.

Adjournment

There being no further business before the committee the meeting adjourned at 9:30 a.m.

Respectfully submitted,

Rich Davis