

**Board of Trustee Meeting
April 1, 2010
Columbia Bank
14-01 River Road**

Minutes

Attendance: In attendance were: **Trustees:** Belferman, Herrmann, Kellerman, Kleinberg, Kuiken, Malkin, Michelotti, Simon, Stratis and Wrubel (10) and **Liaisons:** Kwasniewski, Tedeschi (2). Also in attendance: **Staff:** Smartt and Davis (2) and **Guests:** Spivak, Crème de la Crepes, 12-56 River Road (1)

Unable to attend: Alaimo, Landzettel and Levine (3)

Call to Order

In the absence of R.Landzettel and A.Levine, Rick Kellerman called the meeting to order at 8:00 a.m. and noted that the Board would have a brief business meeting this morning preceding the meeting with representatives of JGSC Group at 8:30 a.m. to discuss the Market Study proposal.

Welcome Guests

The trustees welcomed Leonard Spivak of Crème de la Crepes, 12-56 River Road, as a guest of the Board of Trustees.

Fair Lawn Chamber of Commerce Annual Installation Dinner – Thursday April 22nd

All were emailed an invitation on March 5th. A copy was also included in all packets this morning. Rick noted that the Chamber was honoring Steve Mulry for his dedication & service to the community.

Administration

Minutes of the Board of Trustee Meeting of February 4, 2010 – Board of Trustees

The Minutes of the February 4, 2010 Board of Trustee Meeting were accepted as presented.

Minutes of Executive Committee Meeting of March 3, 2010 – Executive Committee

The Minutes of the Executive Committee Meeting of March 3, 2010 were accepted as presented.

Request for Minutes

Don reported that Sy Karas called on March 15th and noted he was not able to make all meetings and requested the Minutes of February 4th and March 4th; the February 4th meeting being a Board of Trustee Meeting and the March 4th meeting being an Executive Committee Meeting – both of these minutes being presented to the Board (February 4th) and Executive Committee (March 3rd - meeting changed from March 4th) for review and approval on this morning's Agenda.

Don noted that the Board had not reached consensus on the policy of providing the minutes of RRIC board and committee meetings to non-board members. Rich noted that Bob Landzettel – when apprised of the request - voiced his opinion that he would not object the providing Board Minutes, once approved, but would not support providing minutes of Committee Meetings.

Those in attendance discussed the matter at length and a consensus was reached by the Trustees in attendance to undertake the following:

- Post the minutes of the board meetings, once approved by the board, on the RRIC's website (i.e. these minutes will not be presented for approval until the next Board meeting on June 3rd, at which time, based on acceptance by the Board, the minutes of April 1st could then be posted).

- Committee meeting minutes will not be posted on the website.

The posting will begin with the February 4th RRIC Board Meeting Minutes approved this morning. Don/Rich will coordinate the postings.

Financial

Voucher Register April 1, 2010

The April 1, 2010 Voucher register was accepted as presented.

Financial Report & Balance Sheet as of April 1, 2010

The April 1, 2010 Financial Statement and Balance Sheet were accepted as presented.

Rick Kellerman provided an overview and update of accounts receivables as well as payables for the months of March and April as included on the monthly voucher registers.

In response to a question to the Borough liaisons as to when the Borough budget might be adopted and when the RRIC might receive the balance of \$135,000 in SID 2010 assessments, Joanne noted that the RRIC receiving the balance of assessments for 2010 was not necessarily contingent on the adoption of the Borough budget. Joanne will follow up in this regard with the CFO and apprise Don.

Borough Liaisons Report – Tedeschi/ Kwasniewski

Borough Council Annual Fireworks Funding Request of BIC/EDC/RRIC: \$500 Each

Joe Tedeschi and Joanne reported that the Borough will be unable to fund the annual July fireworks display this year. The Council remains open to holding the display should private funding be made available. The total costs incurred, including OT for FLPD officers, is approximately a \$32,000 cost. Steve Weinstein contacted Don and invited a commitment from the BIC, EDC and RRIC for this event in the amount of \$500 each. The commitment would be called upon only if sufficient funding was found.

Trustees in attendance committed \$500 contingent on the Borough identifying other sponsors to offset the entire cost to move forward with the fireworks display this year. Don noted that the BIC made the same contingent decision.

Programs/Committee Report

Nominations Committee

Board Recruitment

Charlie Wrubel reported that he and the Executive Committee have been reaching out to several business owners and commercial property owners in terms of their interest in service to the RRIC; evidence of that effort is the attendance of Leonard Spivak this morning. The Nominations Committee (Charlie, Bob and Barbara) will follow up with Leonard in terms of how he might assist the RRIC.

Marketing/Promotions

RRIC 2010 Annual Report

All trustees not on the Executive Committee were provided a copy of the RRIC Annual Report which was mailed to 276 business owners and commercial property owners in late February. Rich noted that 350 copies were printed and copies were provided to Community Bank of Bergen County for distribution as a partial sponsor (\$500) of the printing/ mailing expenses.

Patriotic Banners

Don provided samples of the current RRIC Patriotic Banners – those ‘non-sponsored’ units, approximately 50 units, that after 7 years have faded to the point where no further use should be anticipated. Since no replacement funding was provided for in the 2010 RRIC budget, the trustees in attendance agreed that the remaining patriotic banners – approximately 50 units of ‘sponsored’ units – will be displayed – proportionately spaced – throughout the district.

Don will work with Gates Flag in ensuring the appropriate disposal of the banners.

JGSC Group Marketing Analysis: Meeting with Representatives/8:40 AM

Don introduced Joe Getz and Mark Lohbauer, Principals of JGSC Group. Both had previously met with the Executive Committee. With a revised proposal in review, the RRIC Executive Committee extended an invitation to the representatives of the firm to meet with the entire Board this morning; the Board having cross representation to interested parties in the study – the EDC, Chamber of Commerce and Borough.

Review of Proposal/Questions & Answers/Next Steps

Joe Getz and Mark Lohbauer provided an overview of the revised proposal, with an RRIC focus, and those in attendance offered their questions and comments, to which Joe Getz and Mark responded.

Joe Getz and Mark Lohbauer were excused from the meeting at 8:40 a.m. so that the trustees could discuss the direction of the RRIC in this regard.

The trustees in attendance reached a consensus to accept the revised Market Study Proposal and Agreement, with a total cost of \$44,000, and to proceed with the proposal and agreement.

Further, the trustees in attendance – at the suggestion of Charlie Wrubel – and in consideration of the specific focus of business development and business/customer recruitment strategies afforded the RR District - agreed to afford the Chamber and the EDC the right to rescind their financial support for the effort should they believe the degree of benefit originally envisioned be diminished by the revised proposal. Chamber/EDC liaisons will confirm their intent at the time of the next meetings of their decision-making bodies. The same offer will be made to the BIC.

The Borough Council – through its RRIC liaisons – will have the same opportunity in it's considering the EDC's request for funding to support this proposal,

The trustees – in agreeing to move forward – expressed the hope the EDC, Chamber and BIC's support would continue - but all were in agreement that the benefit of the proposal was of importance to the continued improvement and strengthening of River Road.

Don, as the RRIC's administrator and as a result of the consensus reached by the trustees, was authorized to execute the proposal agreement for Professional Services between JGSC Group and the RRIC.

New Business

There was no new business brought before the Board.

Board Meeting Schedule

Executive Committee Meeting: Thursday, May 6, 2010 at 8:00 A.M. Columbia Bank

Board Meeting: Thursday, June 3, 2010 at 8:00 A.M. Columbia Bank

Public Comment

There was no public comment.

Adjournment

The meeting adjourned at 9:35 a.m.

Respectfully submitted,

Don Smartt, Administrator