

**Board of Trustee Meeting
April 5, 2012
Columbia Bank
14-01 River Road
Minutes**

Attendance: Trustees in attendance Kellerman, Kuiken, Landzettel, Levine, Melissas, Noorigian, Simon, and Wrubel (8). Borough Liaisons Swain and Van Kruiningen {for Metzler} (2)

Staff in attendance: Smartt (teleconference), Baglivo, Baker and Davis (4).

Unable to Attend: Belferman, Herrmann, Kleinberg Malkin, Michelotti and Spivak (6)

Call to Order

Bob Landzettel convened the meeting at 8:30 a.m.

Welcome Guests

There were no guests in attendance.

Administration

Minutes of the February 2, 2012 Board of Trustee Meeting

The Trustees accepted the minutes as presented.

All were also emailed a copy of the Minutes of the March 1, 2012 Executive/Marketing Committee Meeting and the March 21, 2012 Special Executive/Marketing Committee Meeting for trustee information.

Financial

April 5, 2012 Financial Report & Voucher Register

The April 5, 2012 Financial Report and Voucher Register were accepted as presented. Rick also reported that the Executive Committee determined to reduce the original Operations/Maintenance line item budget by \$7,500 from \$17,250 to \$9,750.

Rick and Rich reported that the committee transferred and reappropriated the \$7,500 as follows:

- \$2,500 to Advertising/Promotions budget line item account #4600 which increases this appropriation from \$7,500 to \$10,000
- \$5,000 to Unobligated/Contingency Reserve budget line item #7100 which increases this appropriation from \$7,500 to \$12,500

Rich also noted that the committee determined that the district cleanliness/aesthetics will be evaluated as the season progresses and appropriations can be reallocated as needed to address any maintenance concerns from the \$12,500 in Unobligated/Contingency Reserve

Annual Passaic River Regatta Sponsorship Request

The trustees approved the RRIC sponsorship for the 5th Annual Passaic Regatta in the amount of \$300.

Borough Liaisons Report

Borough liaison Lisa Swain noted the following:

- Thanks to the RRIC for their support and \$300 sponsorship of the 5th Annual Passaic River Regatta
- Sustainable Jersey Program - a certification program for municipalities in New Jersey that want to go green, save money, and take steps to sustain their quality of life over the long term
- Going Green Awards to be presented to three (3) winners - April 24th Council Meeting
- Borough 2012 Budget Introduction - April 24th Council Meeting

- Recognition of Kuiken Brothers for 100 years of service to the community - April 10th Council Meeting
- In response to a Bob Landzettel question - reassessment effect on the commercial properties vs. private residence properties with a shift to the commercial property owners

Borough liaison Jim Van Kruiningen noted the following in response to questions:

- Chase Bank Parking lot requires new striping and signage – Borough representatives having walked the property yesterday to evaluate the current state – and it will be addressed in the near term following Council discussion of the staff report to Council
- Lackland Property – transfer from former owner to the Borough should be resolved in the near term – some open mortgages were on record – the paperwork has been filed to discharge these and the legal transfer will then occur
- Maple Avenue Intersection – in process

Programs/Committee Report

2012 Marketing Program – Committee/Smartt

February 23rd and March 8th Marketing Committee Meetings

All were emailed a copy of the February 23rd and March 8th Marketing Committee Meetings.

Annual Report

All were provided with a copy of the RRIC 2011 Annual Report. The trustees thanked Community Bank and Peter Michelotti for their \$250 sponsorship.

March 2012 Market Report

All received a copy of the RRIC March 2012 Market Report as prepared by District Connect. Vince and Spencer reviewed the monthly as well as year thru the end of March data related to the website and FaceBook noting that 30-45 days following the trustees making their decision about branding/logo designs that the RRIC will have the updated website.

Branding/Logo Design/ Banners

The committee reported on the review and meetings over the past 3 months and Vince and Spencer reviewed the potential for the ad templates – font style, color, icons – as well as trustee preference for the banner designs.

The trustees confirmed their preferences and provided direction – confirmed and acknowledged by Vince and Spencer – to the above. Vince and Spencer will circulate via email sample templates/designs for trustee comment by later next week.

Special Event Programs

Charlie Wrubel reported that the committee has met with Kurt Schwartz and has made the following decisions regarding the two special events:

- May: Special Event #1/Part 'A' – 'Shop, Eat, Save & Win' – modeling last year's event
 - on the Tuesday / Wednesday preceding Memorial Day weekend (5/22 - 5/23 TBD) there will be a 'Spring Fling' offering discounts from local businesses and business gift certificates and a sponsor for an Ipad will be solicited
 - the budget for this event will be as follows:
 - \$1,000 for soft costs (printing – window readers/flyers/posters/postage)
 - \$350 for emails database entry from prior event entrants paper copies
 - \$300 Facebook ads
 - \$ 762.88 for FL Community News ad: 2 half pages at a rate of \$381.44 per ½ pages. The committee noted that based on prior entrants data that the best ad value for the RRIC is in the Fair Lawn Community News only
 - entry boxes will be in businesses the week of May 7th and businesses will be asked to hand the entry forms out to all customers
 - flyers/posters will be placed in participating businesses by Kurt
 - emails will be sent to the RRIC email list

Vince and Spencer will provide the ad templates to Kurt for this 'Shop, Eat, Save & Win' Event for Kurt's printing/distribution of window readers/posters/flyers in businesses as well as the posting of a design element on FaceBook. They will also provide an ad template element sized for emails.

- June: Special Event #1/Part 'B' – 'Summer Comeback Coupons' - modeling last year's event
 - on every Tuesday/Wednesday/Thursday in June
 - coupon sheets to run as full page ads in the Fair Lawn Community News
 - ads to run on the 1st and 3rd weeks in June
 - coupon sheets to be emailed to RRIC email list
 - coupons/printable - to be placed on River Road FaceBook page
 - the budget for this event will be as follows:
 - \$0 for soft costs (printing etc. already included in the Part 'A' budget event cost)
 - \$1,519.80 for Fair Lawn Community News ads at 2 full pages \$759.80 per ad

Direction for Special Event # 2_scheduled for this Fall 2012 event to be determined at a later date.

Advertising Program

The committee noted their current advertising schedule above and that determinations will be made by the committee for additional advertising for Special Event #2 as well as RRIC institutional advertising and media venues for 2012.

Appearance

Don reported the maintenance schedule that has been established - now on a every other week basis due to a transfer of \$7,500 from Operations to Marketing/Advertising (\$2,500) and Reserve/ Unobligated (\$5,000) as noted by Rick Kellerman in his financial report. Don also referenced the current schedule for staff to do street cleaning/sweeping in the district.

Additionally, Don reported on the planter/plant program and the schedule to implement that program as soon as the spring weather improves.

Development Review

There was no report.

BIC/EDC Update

Rich reported on the BIC receiving a Phase II Pedestrian Safety Grant for Broadway in the amount of \$146,500. This grant is in addition to the Phase I Grant received last year in the amount of \$150,000. These funds will be utilized for bump-outs as envisioned in the BIC Vision Plan.

Rich also reported that Rich Noorigian has offered his service as a trustee on the BIC Board of Trustees and that he will be appointed by the BIC Board next Thursday evening.

New/Other Business

River Road Post Office Update

Charlie Wrubel reported it would appear that following the receipt of 600 letters by those who support the countenance of the River Road Post Office that it will probably remain as a 'window' staffed distribution office. No official notification has been provided to the Borough by USPO officials.

CoStar Showcase

Bob Landzettel provided information on 'CoStar Showcase' – a firm that provides property listing/search assistance. The trustees requested that Rich scan and forward a copy of Bob's information to the Executive Committee.

Board Meeting Schedule

Executive/Marketing Committee Meeting: Thursday, May 3, 2012 at 8:30 A.M. Columbia Bank

Board Meeting: Thursday, June 7, 2012 at 8:30 A.M. Columbia Bank

Public Comment

There was no public comment.

Adjournment

The meeting adjourned at 9:50 a.m.

Respectfully submitted,

Rich Davis