

**Board of Trustee Meeting  
April 7, 2011  
Columbia Bank  
14-01 River Road**

**Minutes**

**Attendance:** Trustees in attendance Herrmann, Kellerman, Kleinberg, Kuiken, Landzettel, Levine, Simon Spivak and Wrubel (9). Borough Liaison Tedeschi (1) Staff in attendance: Smartt and Davis (2)

**Unable to attend: Trustees** Belferman, Malkin, Michelotti and Stratis (4). Borough Liaison Stafford (1)

**Call to Order**

Bob Landzettel called the meeting to order at 8:05 a.m.

**Call to Order**

Welcome Guests

There were no guests in attendance.

Fair Lawn Chamber of Commerce April 28<sup>th</sup> Annual Installation Dinner & 'Beautification Awards'

All were provided a copy of the invitation for the Chamber of Commerce April 28<sup>th</sup> Annual Dinner.

**Administration**

Minutes of the Board of Trustee Meeting of February 10, 2011

The Minutes of February 10, 2011 were accepted as presented.

**Financial**

April 7, 2011 Financial Report & Voucher Register

The April 7, 2011 Financial Report and Voucher Register were approved

Bob Landzettel noted that the RRIC has received continuing sponsorship requests that have been provided by the RRIC in past years as follows:

- Borough: July 4<sup>th</sup> Fireworks \$500 – Annual Regatta \$300 – Summer Concerts \$300
- Fair Lawn Chamber of Commerce: Golf Outing Tee Sponsorship \$100

The trustees confirmed their support for these continued sponsorships; Don noting that the funds in support of these programs will come from the unallocated funds in the marketing program. The financial report will be revised to reflect these program allocations.

It was also noted that \$925 of the \$1,000 in certificates awarded in the 'holiday promotions' program have been redeemed. The trustees requested information regarding the number of awarded certificates that were provided with the winner indicating that their registration for the certificate program was in response to the Record ads in November and December. The trustees would like a report in this regard in terms of futures discussions. Don noted that Diana will forward a report in this regard.

**Borough Liaisons Report**

Joe Tedeschi reported on the following:

- introduction of the Borough budget next week
- discussions regarding a potential reassessment in the Borough - not a revaluation

- outsourcing of recycling to save money
- resolutions regarding Chase bank parking lot parking – a suggestion made by trustees for signing of the lot - Joe offering to follow up in this regard

## **Programs/Committee Report**

### Nominations Committee

#### Slate 'C' Trustee Appointment: John Melissas – Empress Diner

Charlie Wrubel reported that the Nominations Committee, he, Bob and Barbara met with John and that John has acknowledged his interest in serving as a trustee. Charlie noted John could not be in attendance this morning because of schedules at the diner and his need to cover breakfast.

The trustees unanimously endorsed the appointment of John to the Board of Trustees as a Slate 'C' trustee to serve through February 2014.

### **Marketing/Promotions**

#### March 3<sup>rd</sup> & March 16<sup>th</sup> Marketing Committee Meetings – Marketing/Executive Committee

##### Recommendations: District Connect

Charlie Wrubel provided an overview to the trustees in regard to the meetings that have been held with Vince Baglivo and Spencer Baker in regard to their proposal for services to the RRIC as an outgrowth of the JGSC Group Market Study. He and other trustees noted that this outreach was made to these two professionals who have served the RRIC for the past 3 years in terms of the RRIC website and public relations.

Additionally, Charlie and Arthur reported that they had met with representatives of Dotcom Weavers and Charlie Wrubel noted he had made contact with Maplewood and Newark Ironbound District representatives regarding the cost of the proposed services and comparable costs from District Connect for their districts. Bob and Charlie both noted that they had also discussed potential services in this regard with Fern Dickey, a Fair Lawn resident and President of Backburner Projects LLC, a business marketing firm.

Charlie and Arthur noted that Dotcom Weavers indicated that they would provide a proposal by the end of the week; and upon receipt Charlie and Arthur will review and report out their findings to the trustees along with a copy of the final proposed District Connect agreement. Charlie also reported that the pricing for service appeared comparable in Newark and Maplewood for similar services; and that Fern Dickey had indicated, as a one person operation, that she would not be able to provide the requested services outlined by the RRIC.

Charlie and Arthur, and other Marketing Committee members, noted that Vince and Spencer are familiar with the goals and objectives of the trustees, that they participated in the market study from pre-planning through post study review and discussions, and that their working history with the trustees, specifically their direct work with the Marketing and Executive Committees over the last three years, has proved to be a beneficial relationship for the RRIC.

Charlie noted that the Marketing and Executive Committees were jointly presenting this proposal to the trustees with a recommendation that the Board authorize the engagement of Spencer and Vince d/b/a/ District Connect – for the services and cost outlined in the proposal; the trustees having been provided with a copy of the proposal and a 3 year projection of Marketing program appropriations for 2011 through 2013.

Those in attendance, after substantial discussion, agreed on the following:

1. Charlie and Arthur will review the Dotcom Weavers, continue their efforts to invite and receive additional proposals for the services requested by the RRIC, and report out any conclusions.

2. Charlie and Arthur, in concert with other members of the Marketing/Executive Committees, will compare costs and services between any proposals received and the District Connect Proposal and report back out – in a final report to the board – their findings.
3. That, unless a substantial difference in costs/services emerges from the proposals received as opposed to the costs/services and benefits offered through the District Connect proposal and the familiarity of the proposers with the RRIC vs. the unfamiliarity of an individual/team who has not worked with the RRIC before, the consensus of the trustees was that it now time to move forward and take the needed steps to engage the services of District Connect based on the proposal presented.
4. That the members of the Executive and Marketing Committee, together with the Administrator, should finalize a Professional Services Agreement between District Connect and the RRIC with said agreement including the following qualifiers:
  - a. the proposal should reflect a ‘staging’ of the project over the next 12 months that identifies the timetable and detail for specific project goals and objectives
  - b. the proposal should provide a listing of ‘deliverables’
  - c. the contract should include a ‘30 day out’ clause
  - d. the Marketing/Executive Committee will circulate the contract for comment by the trustees

Fair Lawn.patch.com

It was noted that the cost of approximately \$200 monthly for Fair Lawn.Patch will be allocated from the remaining media/advertising funds in the marketing program budget.

**Appearance**

Banners

It was noted that the combined Patriotic system will be installed pre Memorial Day and will remain in place through September 11<sup>th</sup>. The trustees were also provided by Diana Vitrano with an inventory and condition of the current banner systems report as follows:

1. Bracket/Arms System – 89 units (down from original 117 units)
2. Combined Patriotic System – 108 units
  - a. Stylized Patriotic Banners (Sunbrella Fabric): March 2002
 

Current Quantities:  
 45 units small  
 31 units large  
 76 UNITS TOTAL

Current Condition: Many hems and threads on one side are deteriorating; can be repaired enough for placement this summer
  - b. Flag Banners (Nylon): August 2010
 

Current Quantities:  
 32 UNITS TOTAL

Current Condition: Already fading; usable for this summer
3. Blue River Banners - September 2003
 

Current Quantities:  
 42 units small  
 64 units large  
 106 UNITS TOTAL

Current Condition: Some hems and threads starting to deteriorate; can schedule installation in September 2011
4. Black Banners: 2002 (Expanded from 40 units to 117 units)
 

Current Quantities:  
 39 units small

50 units large  
89 UNITS TOTAL  
Current Condition: Are installed and cannot assessed

The trustees will determine at a future date the consideration of replacement of certain banners and sponsorship potential for replacement of banners; Don noting that the original sponsorships provided by business sponsors has well exceeded the projected time indicated when sponsors were solicited.

**Development/Redevelopment Review**

Joe Tedeschi noted that KEM had gone to court and received a 'declaratory judgment' indicating that they had the ability to develop the residential portion of the project without consideration of having the Borough have the obligation to put aside a certain number of units under COAH which would in turn have deferred implementation of the project development while the Borough continued work with the Master on the COAH issues. The Court did provide the declaratory judgment in support of KEM's request which now allows the residential development portion to move forward without the Borough being penalized.

**BIC/EDC Update**

Don reported that the BIC continues to work on their Vision Plan, will be making a presentation to the Fair Lawn Planning Board on Monday evening, and will soon be meeting, upon receipt of contract by the Borough from NJDOT, with Borough officials in identifying priorities for the recently awarded \$150,000 'pedestrian safety' grant for Broadway.

Don also noted that the EDC has its next scheduled quarterly meeting in early June.

**New Business**

There was no new business brought before the Board.

**Board Meeting Schedule**

Executive Committee Meeting: Thursday, May 5, 2011 at 8:00 A.M. Columbia Bank

Board Meeting: Thursday, June 2, 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