

**Board of Trustee Meeting
June 2, 2011
Columbia Bank
14-01 River Road**

Minutes

Attendance: Trustees in attendance Herrmann, Levine, Melissas, Simon and Wrubel (5). Borough Liaison representative Van Kruiningen (1) Staff in attendance: Smartt and Davis (2)

Unable to attend: Trustees Belferman, Kellerman, Kleinberg, Kuiken, Landzettel, Malkin, Michelotti, Spivak and Stratis (9). Borough Liaison Tedeschi (1)

Call to Order

Arthur Levine called the meeting to order at 8:03 a.m.

Welcome Guests

There were no guests in attendance.

Welcome Trustee John Melissas - Empress Diner

The trustees welcomed John Melissas who was appointed as a Class 'C' trustee at the April Board of Trustee meeting to serve until February 2014.

May 24, 2011 Public Budget Hearing – RRIC 2011 Budget

Don reported that the RRIC 2011 budget was passed by unanimous vote at the May 24th Borough Council Meeting. All were provided with a copy of Borough Resolution 231-2011 in this regard.

Administration

Minutes of the Board of Trustee Meeting of April 7, 2011

The Minutes of the April 7, 2011 Board of Trustee Meeting was accepted as presented. All also received a copy of the May 5, 2011 Executive/Marketing Committee Meeting Minutes.

Financial

June 2, 2011 Financial Report & Voucher Register

The June 2, 2011 Financial Statement and Voucher Register were accepted as presented. Don noted that with the passing of the budget that the Borough provided the RRIC with the balance of the 2011 assessment payment this week.

Borough Liaisons Report

Jim Van Kruiningen thanked the RRIC for the sponsorship checks that were included on this morning's voucher register for RRIC sponsorship of the following Borough events: Annual Passaic River Regatta (\$300), July 4th Fireworks (\$500) and the Summer Concerts (\$300).

Programs/Committee Report

Appearance

Planters – Plantings

Table copies of the pictures of the new plantings were provided.

Development/Redevelopment Review

Friendly's 12-06 River Road: 7-11 Business Location

Don and Arthur reported that Friendly's is being replaced by a 7-11 at this location. They were not required to appear before the Planning Board but have appeared twice to present conceptals. They are only required to apply for a food handler's license.

12-01 River Road: Former Bank of America Location

Don and Arthur reported that they have been advised that the property has been sold but no specific information was available as of this morning regarding the new owners.

Chase Bank Parking Update

Jim Van Kruiningen was requested to provide an update regarding the status of the resolution of the Chase Bank parking issue. (Subsequent to the meeting Jim reported that Borough Attorney Bruce Rosenberg is finalizing the Lease Extension and intends to send it to Chases' Counsel for their final review and execution. There was a delay because the Borough has required that the Bank escrow a certain yearly amount for the costs of repaving the parking lot).

BIC/EDC Update

EDC: June 14, 2011 Quarterly & Annual Meeting - 8:00 A.M. Radburn Grange

The next meeting of the EDC is June 14th and it is also the Annual Meeting for the election of officers and reappointment of Class 'C' trustee representatives: BIC representatives Bob Beshlian and Charlie Tregidgo, RRIC representative Todd Malkin, and Columbia Bank representative Maria Gonzalez.

BIC: Vision Plan

The BIC continues to focus its efforts on implementation of the Broadway Vision Plan.

New Business

Market Study Community Meeting/Study Presentation

Stu Herrmann noted that the RRIC had previously discussed a community presentation of the JGSC Group prepared Market Study; the RRIC having already had a breakfast meeting in February with the commercial property owners.

Due to time constraints this morning the Executive/Marketing Committee will continue dialogue in this regard at the July 7th meeting. An early September meeting schedule for this presentation and venues such as the Fair Lawn Community Center Auditorium or Senior Center were noted. Potential invitees noted were Mayor and Council, Planning Board, Zoning Board, Chamber of Commerce, BIC trustees, EDC trustees and business owners. JGSC Group, authors of the study, would make the presentation.

Marketing

Marketing/Promotions/ Marketing/Executive Committee Report – 2011 Marketing Program

Charlie Wrubel reported that following the April 7, 2011 Board of Trustee meeting, the Executive/Marketing Committees held meetings on May 5th and May 12th to continue the dialogue regarding the RRIC marketing program direction for 2011.

Don noted that both the respective committees and the entire Board have committed much effort and review in this matter for the past 5 months. Don distributed to all in attendance the proposal that Kurt Schwartz, MyTown Marketing, had previously presented in his meeting and discussion with the RRIC Executive/Marketing Committees. RRIC representatives had already made outreaches and met with several other firms' representatives over the past several months to solicit proposals for marketing services for the RRIC.

Don and Charlie and Arthur reported that based on the discussion and review by the committee members and following a meeting with Kurt Schwartz of MyTown Marketing, the following actions represent the agreements reached as to the actions to be taken to implement the Marketing Strategies for the period ending December, 2011:

1. Baglivo Strategic Communications: continue existing services from May through December under current agreement with Vince Baglivo for public relations and media partnership services at \$700 monthly for a total of \$5,600.
2. Commercial District Services: continue existing web hosting/maintenance agreement from May through December at \$200 a month for a total of \$1,600
3. Commercial District Services: revise the existing agreement from May through December to fund the special events planning and coordination of two events found within the 2011 Work Plan; specifically the Classic Car Show and Holiday Window Painting & Holiday Decorations, for a staffing cost of \$4,320 pro-rated at \$540 a month for 8 months for a total of \$4,320.
4. MyTown Marketing: enter into a new agreement with the firm and its principal to promote district businesses to prospective customers through the following strategies:
 - o the organization of promotion driven marketing and destination branding for local businesses, RRIC partners and the district itself
 - o the development and maintenance of custom designed 'hub' social networking sites including Facebook, Twitter and YouTube
 - o provide a district appearance, 'feet on the street' in personally meeting and inviting the participation of River Road business owners in two specific and district wide advertising/promotional events organized for the express purpose of bringing - in strategies that are measurable and subject to evaluation by the RRIC - customers to the businesses participating in the events.
 - o design, produce and distribute all direct advertisements promoting the events and all collateral materials associated with the promotions
 - o all other such activities, terms and costs as found in the final proposal offering subject to the committee's discussion of Thursday, May 12, 2011 and the contractors meeting with the Administrator, Monday, May 16.

The fees, from June through December 2011, associated with the agreement include the following:

- o Social Networking Set-up: \$2,500
- o Social Networking Maintenance: \$500/Month for a total of \$3,000
- o Special Events/Promotions: \$5000/Event for 2 events in 2011 for a total of \$10,000

Fees under this agreement will total for the six month period of the agreement: \$15,500

The cost of the continuing, revised and new agreements to the end of the year will be as follows:

- o Baglivo Strategic Communications: \$5,600
- o Commercial District Services: \$1,600
- o Commercial District Services: \$4,320
- o MyTown Marketing: \$15,500

The cost for professional and consulting marketing, public relations, special event planning and coordination and advertising services from May through December would \$27,020.

The costs for collateral materials and print/media advertising will be developed as details of the promotions unfold at the committee and consultant levels.

Don noted that there are a few gaps that need to be further discussed in terms of the 2011 marketing program coordinating efforts for the above marketing program model which the Marketing Committee will need to address; the above representing a more bifurcated model that has been identified for implementation versus the model previously utilized by the RRIC under the direction and coordination of Diana Vitrano as well as the proposal model presented by District Connect (Vince Baglivo and Spencer Baker).

Vince Baglivo, Baglivo Strategic Communications, and Kurt Schwartz, MyTown Marketing, were invited to join the trustees for discussion at 8:35 a.m.

Kurt Schwartz provided an overview of his immediate activities and the deliverables he will have ready for review by the July 7th meeting. Kurt answered questions in terms of the specifics of some of the respective program offerings. Kurt will be following up with Jim Van Kruiningen for a discussion regarding Borough technology models as well as meet with representatives of the Chamber of Commerce. Stu will coordinate efforts in terms of the Chamber outreach.

Vince will continue his role in terms of print media press and photos regarding River Road.

Those in attendance determined that all trustees should be extended an invitation to the July 7th meeting so that all trustees are afforded the opportunity to participate in the ongoing dialogue regarding the implementation and direction of the 2011 marketing program.

Board Meeting Schedule

Executive Committee Meeting: As noted, those in attendance determined that the next meeting should be scheduled as a 'Committee of the Whole' Meeting on Thursday, July 7, 2011 at 8:00 A.M. Columbia Bank. Rich will send out a 'mark your calendar' email following this morning's meeting to all RRIC trustees.

Board Meeting: Thursday, September 1, 2011 at 8:00 A.M. Columbia Bank

Public Comment

There was no public comment.

Adjournment

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

Respectfully submitted,

Rich Davis