

**Board of Trustee Regular Business Meeting
June 7, 2012
Columbia Bank
14-01 River Road**

Minutes

Attendance: Trustees in attendance Kuiken, Levine, Michelotti, Noorigian, Simon, and Wrubel (6). Borough Liaisons Swain and Metzler (2) Staff in attendance: Smartt, Baglivo and Davis (3).

Unable to Attend: Belferman, Herrmann, Kellerman, Kleinberg, Landzettel, Malkin, Melissas, and Spivak (8)

Call to Order

Arthur Levine convened the meeting at 8:30 a.m.

Trustees and Don noted their condolences for Bob Landzettel and his family with the recent passing of his daughter Linda on May 11th. The Executive Committee will finalize a proper way to recognize and remember Bob's daughter with several suggestions offered for follow up by the Executive Committee.

Welcome Guests

There were no guests in attendance.

Administration

Minutes of the April 5, 2012 Board of Trustee Meeting

The Minutes of the April 5, 2012 Board of Trustee meeting were provided to all.

Minutes of the May 3, 2012 Executive/Marketing Committee Meeting

The Minutes of the May 3, 2012 Executive/Marketing Committee Meeting were provided to all.

Financial

June 7, 2012 Financial Report & Voucher Register

The June 7, 2012 Financial Report and Voucher Register were accepted as presented.

Rich noted that the Borough has provided the RRIC with the balance of the 2012 assessments and that the RRIC received a check from Community Bank of Bergen County (Peter Michelotti) for \$250 in sponsorship of the RRIC Annual Report.

RRIC & BIC 2012 Budgets: Public Hearing - Tuesday June 26th 7:30 PM

The RRIC 2012 budget was introduced at the May 22nd Borough Council Meeting and the Public Hearing is scheduled for June 26th. Bib Landzettel has noted that he will be in attendance to represent the RRIC and Don extended an invitation for all trustees to be present with Bob at this meeting.

Borough Liaisons Report

Lisa Swain reported on the following:

- Postponement of the Passaic River Regatta until September due to a lack of participants for this weekend as scheduled
- 'Dancing in the Street' June 2011 program at Radburn – can either be held in 2012 – on a date yet to be determined - again, at Radburn, or on River Road – Lisa to confirm date and location with RRIC trustees noting their support of the concept if she wishes to have this event in the River Road district to share the experience
- Summer Hours at Borough Hall – longer days Monday through Thursday (8:00 a.m. to 5:30 p.m.) and closed on Fridays

Tom Metzler reported on the following:

- Fair Lawn Fire Department celebration of their 100th anniversary on June 16th
- Opening of the Borough pool on June 22nd
- Dedication of Etler Park on June 23rd
- Enhanced Pedestrian Safety program and enforcement of pedestrian crosswalks laws for the safety of pedestrians

In response to questions, Lisa and Tom noted that the revised Chase Bank parking signage has not yet been addressed – trustees noting their ongoing concern about this not being finalized - and that the Borough still awaits the resolution of an agreement from Fair Lawn Industries so that the Maple Avenue intersection changes can be implemented as planned.

Programs/Committee Report

2012 Marketing Program

District Connect:

May 2012 Marketing Report

All received a copy of the RRIC May 2012 Marketing Report as prepared by District Connect. Don referenced the monthly as well as year thru the end of May data related to the website and FaceBook. He noted the excellent coverage for River Road activities by District Connect and requested that the Borough liaisons share the monthly report with their Council colleagues.

Branding/Logo Designs

Don reported that the Marketing Committee is now utilizing the branding logo as cited in the May Marketing Report and in the recent promotion ads. The RRIC had spent months reviewing potential logo branding designs this past fall and winter.

MyTown Marketing/Special Event Program #1:

Spring Fling Update - May 22nd & 23rd

Don and Charlie reported that they expect a complete report from Kurt Schwartz of My Town Marketing – inclusive of a participating businesses survey requested by Don - noting from the respective business owners their comments about the program.

Summer Comeback Coupons – June Tuesdays/Wednesdays/Thursdays

Don and Charlie reported that the program is now in process for the month of June as planned.

Special Event Program # 2 – Fall 2012 - Program TBD

Don reported that the RRIC has allocated funds for a second event - to be determined – for the Fall. The trustees will review the recent promotions participating business owners comments to seek guidance in this regard.

Banners

Don reported that the RRIC has authorized the production of a sample banner with the new logo brand design for review and consideration by the trustees for the district.

Appearance

District Tree Wells & Plantings – Borough 2012 Schedule

All received a copy of the listing from Ron Conte, Fair Lawn DPW Supervisor, regarding the tree well schedule for plantings in 2012 as follows:

- Bethany Church (opposite Lyons Ave)..... tree to be planted
- 12-56 River Road, remove 1 dead tree, place on fall planting list
- 12-67 River Road, pavers open, place on fall planting list
- Bank of America, opposite parking lot, pavers open, place on fall planting list

- Empress Diner (FL Ave side, close planting area up, will not replant at this location. Keeps getting hit by cars
- 6-01 FL Ave, northwest corner of 6th street, place on fall planting list
- Davia's Restaurant, opposite front door place on fall planting list
- 14-20 River Road (Columbia Bank, River Rd side) adjacent to rear parking entrance. Remove dead tree and replant on fall planting list
- 7-11 Fair Lawn Ave, place on fall planting list
- Chase Bank Parking lot, Fair Lawn Ave side, replant on fall planting list
- Keller Park (corner George Street, on George street side) place on fall planting list
- 7-21 River Road (on George street side, adjacent to Upholstery store) tree knocked down over weekend, job cost for driver who knocked tree down made, driver to pay for new tree and sign) place on fall planting list

Graffiti

Don reported on graffiti appearing on Empress Diner. He noted that graffiti must be carefully monitored and that he will be speaking with John Melissas at Empress Diner about assigning someone from diner staff to paint over it before it encourages other similar activities in the district.

Development Review

Sovran Land Donation to Borough

Tom Metzler noted that the Borough awaits final action to implement this transfer of the Lackland river front property. Don noted that the Borough and RRIC will share responsibilities in terms of maintenance of this property as previously discussed.

BIC Update

Don reported on updates from the BIC Vision Plan, grants in process and in application, and efforts toward bringing about a realization of the recommendations in the Vision Plan before the Borough Council and Planning Board and working with NJT and NJDOT in this regard.

New/Other Business

River Road Post Office Update

Charlie reported that there is a moratorium on the closing of any postal facilities for the next 18 months and that it would appear from what he has been advised that the River Road Post Office will remain in full operation at this time.

Board Meeting Schedule

Special Executive/Marketing Committee Meeting: Thursday, June 14, 2012_at 8:30 A.M. Columbia Bank

Executive/Marketing Committee Meeting: Thursday, July 12, 2012 at 8:30 A.M. Columbia Bank

Board Meeting: Thursday, September 6, 2012 at 8:30 A.M. Columbia Bank

Public Comment

There was no public comment.

Adjournment

The meeting adjourned at 9:30 a.m.

Respectfully submitted,

Rich Davis