

**Board of Trustee Regular Business Meeting  
September 6, 2012  
Columbia Bank  
14-01 River Road**

**Minutes**

**Attendance:** Trustees in attendance Herrmann, Kellerman, Kuiken, Kleinberg, Landzettel, Levine, Malkin, Melissas, Noorigian, Simon and Wrubel (11). Borough Liaisons Swain and Metzler (2) Staff in attendance: Smartt, Baglivo, Gordon and Davis (4).

**Unable to Attend:** Belferman, Michelotti and Spivak (3)

**Call to Order**

Bob Landzettel called the meeting to order at 8:30 a.m.

**Administration**

Don introduced Mark Gordon noting his experience working with the BIC – an author of the BIC Master Plan - as well as his experience working with NJT and NJDOT.

Minutes of the June 7, 2012 Board of Trustee Meeting

The Minutes of the June 7, 2012 Board of Trustee Meeting were accepted as presented.

Minutes of the July 12, 2012 Executive/Marketing Committee Meeting

The Minutes of the July 12, 2012 Executive Committee meeting were provided to all - for information - as accepted by the Executive Committee.

**Financial**

2011 Audit Report

All had been emailed the audit and recommendations letter for the RRIC 2011 audit as prepared by Weinstein & Weinstein. It was noted that there were two recommendations as follows:

1. That a quorum be present for all meetings that actions are taken - specifically noting the June 2, 2011 meeting *{Rich and Don noting that a quorum will be confirmed prior to a meeting and then due to last minutes business/personal issues some trustees are not able to attend and that in the future such meetings will be recorded in the minutes as ‘informational only’}*
2. That checks are signed only by the Treasurer and one authorized officer *{Rick Kellerman noting the check signers have changed over time and when a usual customary 2nd officer signer has been absent – and thinking Barbara Simon was still an authorized signer – that she has signed checks – Rick and the trustees noting that Barbara will be added to the authorized signers on the bank record card to address this issue}*

September 6, 2012 Financial Report & Voucher Register

The September 6, 2012 Voucher Register and Financial Report were reviewed by Rick Kellerman and accepted as presented. Rick noted that the RRIC will be receiving an \$800 holiday lighting grant check from the Borough as per agreement – 50% of annual invoice up to a maximum of \$800.

## **Borough Liaisons Report**

### Mayor & Council Residents, Property Owners & Tenants Survey

All were emailed and received a copy today of the respective surveys. Tom Metzler reported that there were 11,500 surveys mailed and that he and Jim VanKruninigen will compile the statistical data for consideration and review by the Borough Council during the Councils budget review process.

### Other

Lisa Swain and Tom Metzler also reported on the following:

- KEM – the request of the site developer to Borough Council to have the site noted as an area for ‘rehabilitation’ and the impact that will have on the potential coordinated development efforts for the site – through United Way - with Borough Council referring the proposal for Planning Board review and recommendation
- Maple Avenue Intersection – projected for construction either this fall or next spring to complete this project – Bob Landzettel noting that bids have not yet been let as per his recent discussion with Borough Engineer Ken Garrison
- Fireworks Fund Raiser Event – potential for an event to be scheduled to raise funds that will then allow the Borough residents to have a July 4<sup>th</sup> display at no cost
- Passaic River Regatta – the Passaic River Regatta was deferred in June and Essex County could not transport the boats for a fall event in Fair Lawn – RRIC and BIC \$300 contributions will be sent back to the respective SID’s
- Police Department – a new officer will be appointed next week which will bring the force back to the level of 55 officers which is the anticipated level of staffing for the department
- Tax Letter – a letter of explanation in terms of the recent revaluations and the increase in commercial property taxes as a result was sent to all commercial property owners to explain the estimated tax bills received recently and what might be expected in the 3<sup>rd</sup> and 4<sup>th</sup> quarters as a result of same - Tom Metzler noting that he and Borough representatives would be available to meet with any person or group to answer questions in this regard - including the Chamber of Commerce and other respective Borough business groups such as the BIC and RRIC if they were to request so
- EDC – Borough Council has discussed a revival of the EDC which has been dormant and Stu Herrmann noting that Borough Council member John Cosgrove had made contact with Steve Kiel , himself and Steve Weinstein to discuss the potential revival of the EDC and Don noting to the Borough liaisons that in his capacity as the Borough’s Volunteer Economic Development Administrator of record that he would be available to offer his efforts in this regard

## **Programs/Committee Report**

### Nominations Committee

Charlie Wrubel noted that an email has been received from Leonard Spivak noting he cannot attend the RRIC Board meetings. The trustees accepted Leonard’s email as his resignation and expressed their thanks to him for his contributions to the RRIC; specifically his service to the Marketing Committee. The RRIC will cancel the outstanding treasure commitment \$250 invoice for 2012 which has not been received from Leonard to date.

Charlie also reported that he will be following up with Felix Belferman to ascertain his ability to continue to serve on the Board of Trustees and will report back to the Board in this regard.

### 2012 Marketing Program

#### District Connect/August 2012 Marketing Report

All received copies of both the July and the August 2012 Marketing reports prepared by District Connect. Don and Vince Baglivo reviewed the report and noted the ongoing projects highlighting the following activities:

### August/September

- Lion's Club Car/Motorcycle Show (supported by RRIC) feature
- New Website/Facebook Page Feature
- Design/Production/Distribution of related Promotional Flyer/Eblast
- Post-Olympics Feature: Fencing Academy/fitness/martial arts/exercise/dance businesses
- Grand Opening: Lucky's Steak Plate

### October/November/December

- Classic Car Show Publicity
- Stay Home for the Holidays: Shop & Dine Local Feature
- Annual Report Design/Copywriting/Production

### Ongoing

- District Photography
- Website Updates
- Facebook Posts

### Website Flyer

Vince also distributed a sample of a flyer that can be eblast and distributed at the Car Show announcing the new RRIC website.

### MyTown Marketing/Special Event Program # 2 – Fall Program

Bob, Arthur and Charlie reported that they met with Kurt Schwartz and table copies of the Fall program were provided for the projected 'Local Business Week' October 22-28 event. Don will follow up with Kurt to review, discuss and confirm a budget for this event which will include the following parameters:

- a weeklong event
- pass out flyers at the Car Show
- use the post office's "every door direct" program to reach local residents – projected and to be confirmed for 3,900 mailings at .15 cents per unit
- a full page ad in the paper
- email blasts
- Facebook posts

Don will report back to the Board on the budget parameters identified in his follow up with Kurt.

### Banners

Committee members reviewed the sample of the banner at the July 12<sup>th</sup> meeting. The sample was displayed for all trustees review and comment this morning. Don will follow up to finalize direction in terms of costs based on comments offered by the trustees. The RRIC in the 2013 budget discussions will ascertain potential for the RRIC to pay for new banners or for the RRIC to seek sponsors. Don noted the difficulty that the BIC is having in getting sponsors for its program. He recommended that the RRIC consider – dependent on the 2013 budget review and work plan – in assuming the cost for this program. It has been noted that banner costs for 100 banners at \$100 per unit would reflect a total \$10,000 commitment which could be shared by several sponsors if the RRIC wants to seek sponsors – as the BIC has attempted to do without success to date - and with the RRIC continuing to assume the rotation costs associated with changing banner displays during the year.

## **Appearance**

### **Development Review**

#### Sovran Storage

Don reported that the Borough and the RRIC will be making a joint effort in terms of maintain and potentially improving on the riverfront property. The RRIC will review the plan originally developed for this property some years ago as the RRIC reviews its 2013 work plan and budget.

#### KEM

KEM was discussed earlier in the meeting by the Borough liaisons.

### **BIC/EDC Update**

The BIC continues to move forward with implementation of various aspects of its Vision Plan as previously reported and the EDC was discussed earlier in the meeting.

### **Other Business**

There was no other business brought before the Board.

### **Board Meeting Schedule**

The Board deferred the October 4, 2012 Board of Trustee Meeting and confirmed the following meeting schedule at this time:

Executive Committee Meeting: Thursday, October 18, 2012 at 8:30 A.M. Columbia Bank

Executive/Marketing Committee Meeting: Thursday, November 1, 2012 at 8:30 A.M. Columbia

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

### **Public Comment**

There was no public comment.

### **Adjournment**

The meeting adjourned at 10:20 a.m.

Respectfully submitted,

Rich Davis