

**Board of Trustee Meeting
October 6, 2011
Columbia Bank
14-01 River Road**

Minutes

Attendance: Trustees Herrmann, Kellerman, Kuiken, Landzettel, Levine, Malkin, Melissas, Noorigian and Wrubel (9). Borough Liaisons Tedeschi and Van Kruiningen (2). Staff in attendance: Smartt, Baglivo, Schwartz and Davis (4)

Unable to attend: Trustees Belferman, Kleinberg, Michelotti, Simon, Spivak and Stratis (6).

Call to Order

Welcome Guests

Bob Landzettel called the meeting to order at 8:07 a.m.

The trustees welcomed Zak Koeske, reporter for Fair Lawn Patch.com.

Administration

Minutes of the Board of Trustee Meeting of September 1, 2011

The Minutes of the September 1, 2011 Board of Trustee Meeting were accepted as presented.

Financial

October 6, 2011 Financial Report & Voucher Register

The October 6, 2011 Financial Statement and Voucher Register were reviewed and accepted as presented.

2010 Audit

All had been previously emailed the 2010 Audit Report. It was noted that there were no findings of non-compliance and no recommendations. The audit was accepted as presented.

2012 Budget Process

Don noted that the RRIC Executive Committee will be reviewing a draft of a 2012 budget in time for recommendation to the Board of Trustees at the December 1, 2011 Board of Trustee Meeting. Rich noted, in response to Bob's question, that the projected balance as of December 31, 2011 would be dependent on what decisions the trustees make in terms of any additional marketing programs for 2011.

Borough Liaisons Report

Updates

Joe Tedeschi reported on the following:

- IRG Grant Program/Reprogramming of Funds – Don noted that all have a copy of the Mayor's September 7, 2011 letter to the County in regard to the request to reprogram the funds in this EDC administered grant program to the benefit of Fair Lawn and its business community. Joe noted that the objective of these grant funds is job creation and that he is more optimistic than originally thought that the RRIC, as Don had noted, might be granted the opportunity to administer a Sign & Awning Grant program with Community Development Funds when the County cancels the contract for the IRG EDC administered program. The Borough awaits a letter from the County in response to the Mayor's letter of September 7, 2011 to Robert Garrison, Director of the Bergen County Department of Planning & Economic Development.
- JP Morgan Chase Parking Lot – the agreement has been finalized identifying the number of spaces available for public parking vs. tenant and bank employee parking and an escrow fund has been agreed to by the bank in terms of the shared future cost for repaving of the lot. Rich will follow up to get a copy of the new lease and it was recommended that the RRIC send a letter to the Borough

Council in terms of the RRIC's recommendation that signage be provided on the site delineating and recognizing the public parking areas.

- Post Office Closings – It was noted by Don and Bob that Joe had written a letter to the newspaper regarding the importance of the Fair Lawn post offices to the business community and the residents in general and that hopefully due consideration will be given to alternate plans than closing these important community centers of activity.
- Borough Pay to Play Ordinance Revision – language is being revised to encourage more competitiveness and allow more opportunity for all to do business with the Borough.
- KEM – Joe reported on the representatives of Garden State Homes (former Kodak property), KEM and United Way representatives appeared before Borough Council recently regarding a proposal by Garden State Homes to pay \$1,500,000 to relieve them of the responsibility to provide COAH housing on the former Kodak site. This process in turn would allow Garden State Homes to build more moderately priced housing on the former Kodak site and the KEM site would then, with the assistance and promotional efforts of United Way representatives, be able to provide for 98 affordable senior housing units on the KEM site; the inclusion of this kind of housing on the KEM site having no impact on school population and provides an added customer base to River Road.
- Property Revaluations – Joe noted that the Borough would be implementing a revaluation of all properties in the Borough to be reflected in taxes for the entire 2012 tax year. These 'walk by' evaluations – less than the usual comprehensive revaluations - will be completed now even though the last revaluation was completed approximately 6 years ago. Joe noted that there have been a large number of commercial property assessment appeals and the objective of the revaluations will be to lower the assessments which will have a corresponding increase in the tax rate because the Borough will still be collecting the same taxes in support of government activities. Additionally, and importantly, this will also result in a more balanced payment by Fair Lawn to Bergen County for the Borough's share of Bergen County taxes; County taxes being calculated on a percentage basis based on the total assessment values in Fair Lawn as compared to all property assessment in Bergen County.

Programs/Committee Report

Marketing/Promotions

Market Study Presentation: Thursday September 8th, 7 PM, FLCC Theater

All received an email recap of the presentation held at the Fair Lawn Community Center Theater on September 8th. There were nine (9) trustee/borough liaisons and thirteen (13) commercial property owners/business owners/residents in attendance at the presentation which was hosted by the EDC.

The following were in attendance:

Trustees/Borough Liaisons (9):

1. Maria Gonzalez – EDC
1. Frank Kabrel – BIC/EDC
2. Rick Kellerman - RRIC
3. Craig Kerbekian – BIC/EDC
4. Steve Kiel – EDC
5. Stu Herrmann – RRIC/EDC
6. Barbara Simon – RRIC/EDC
7. Ed Trawinski – BIC Borough Council Liaison
8. Jim Van Kruiningen - BIC/EDC/RRIC Borough Manager's Liaison

Other Attendees (13):

#	Name (s)	CPO	BO	Resident	Address (Business Association)
1	Betty Baliman	X			6-01/6-11 Saddle River Road
2/3	Cathi Ahrens Berke & Daniel Berke		X		23-13 Broadway (Ahrens Hearing)
4	Tod Christianson		X	X	17-17 Route 208 (The Hunter Group)

5	John Cosgrove		X	X	6 Langan Court
6	Herb Cohn	X			22-51 Maple Avenue
7/8	Bart & Sylvia D'Auddroa	X			2-14 Fair Lawn Avenue (Meadow Graphics)
9	Len Katz		X		12.23 River Road (Joker's Child)
10	I.Rozenbaum		X		250 Pehle Avenue, Saddle Brook (with #11)
11	Ray Shrestha	X			16-37 River Road (Ray's Beauty Salon)
12	Sandy Simon	X			24-00/24-04 Broadway (United Check Cashing)
13	Angela Tisi		X		23-17 Broadway (Family Affair)

Marketing/Executive Committee Report – 2011 Marketing Program Updates

September 13, 2011 FoodFest

Kurt provided the following report in terms of the September 13th RRIC FoodFest:

There were 13 participating 'food' businesses as follows: Fisher's Café, Spring Garden, Domenico's Creme de la Crepes ,Carvel ,John's Pizza, Davia's, Empress, Bagel Boss, Perfect Pita, Rivara's ,B&B Liquors and B&B Market.

There were 158 entries at the bank for the iPad2 sponsored by Community Bank. The winner was from Elmwood Park and it was noted a press release was in today's papers and on Fair Lawn Patch.

Kurt highlighted the following:

- Good placement of PR story through Vince Baglivo
- Swing signs
- Strong postering in stores including community boards at the Senior Center, Library, Community Center and several other locations
- Flyers, in more than half of stores, were simply left out on counters and not passed out directly to customers!
- Great communications channel through the assistance of Jim Van Kruiningen and the Borough
- Facebook ads had 350,000 impressions

Kurt also noted the following in terms of the RRIC's Facebook:

- 132 fans
- 558 active users
- 13,500 post views
- 42 fans came from facebook ads
- 15 visitors through Patch article
- 3 from google search
- 63% of users were female
- 57% of users were 35 or older

Kurt noted that other than 'The Joker's Child' and 'Paintball' stores, there is not much of a business facebook presence in the district. 'The Joker's Child' posted to their facebook for the RRIC.

Kurt reiterated that the RRIC building our presence on facebook is important. Kurt suggested the RRIC run monthly or twice-a-month contests where we give away \$50 gift cards to local businesses or VISA gift cards. There are several ways to promote these on facebook including "tagging contests" and "the most likes win" contests. He notes the RRIC can also do "fan plateau contests" where we ask present fans to share us with their Facebook friends. The week we hit a certain number of fans...someone wins the prize. Don and Kurt will meet regarding this recommendation.

Overall Kurt felt that this first special event merited a 'B'.

Next Special Event

Kurt noted the following in terms of considerations and thoughts for the next special event:

- need to reach High School students
- though not a high traffic walking area - need to have people handing out flyers a day or two before the event
- same handouts over on Broadway and other Fair Lawn business districts

- posting of lawn signs as permitted
- add more prizes - gift card from each participating business
- stronger reach into the Russian and Jewish audience needed
- posters in Russian language and ads in Russian papers
- make a stronger statement to owners/staff about “passing out” flyers to people
- Religious organization outreaches - temples and churches

John Melissas recommended not using "Fest" next time because people then think it is an outdoor street event and John also noted that the people should be required to redeem a coupon - not just mention the event.

Next Special Event

The trustees discussed recommendations and options for a pre -holiday season ‘xtreme coupon’ event, as well as the potential for other RRIC marketing concepts to finish out 2011, and preliminary planning and discussion – actual details, schedule and budget to be developed by Don, Diana, Kurt and Vince – would be as follows:

- comprehensive 8-9 week pre-holiday marketing program to include:
 - flyer hand-outs at the October 23rd Car Show announcing a ‘watch out for’
 - institutional ads - schedule to be determined
 - RRIC District Dollars - amounts to be determined
 - Xtreme coupon event spread out through a few weeks during the holiday season. Initially, this was going to be a two or three day midweek event but meeting discussion suggested that the RRIC spread it out over several weeks starting just before Thanksgiving and leading through December
- Xtreme coupon event items to be determined:
 - the percentage for coupon offerings – Kurt noting this can be sliding based on the amount the customer spends - since there will be plenty of prizes to win - ipad and other grand prizes Kurt solicits from stores and the River Road District Dollars – Kurt noted a 10-15% discount is all that may be needed
 - the days and the weeks to run the event

October 23, 2011 RRIC Car Show

Don provided an overview of the event for the day and the expectation of 20-30 cars for this event.

Development/Redevelopment Review

Clariant

Todd reported that Clariant appeared before the Planning Board for approval for a 4,500 square foot building on site to assist with the processing of the required environmental cleanup of the site – now projected at 10-15 years vs. the previous thinking of a couple of years.

Tattoo Parlor

Don reported that as per the email forwarded last week that the Fair Lawn Zoning Board has approved a ‘tattoo parlor’ - body art studio – for 16-23 River Road. The name of the business is ‘Jerzey Tat’.

BIC/EDC Updates

EDC: The Future – September 13, 2011 Board of Trustee Meeting

Don reported that the EDC will have a meeting in December to continue dialogue in terms of the future of the EDC and any potential 2012 activity.

BIC: Vision Plan

Don reported that the BIC continues to focus on the Vision Plan and implementation of the Zoning/Planning recommendations for Broadway. The BIC will be presenting recommendations in this regard to the Borough Council and Planning Board in the near term; firstly, a recommendation for elimination of the OBS Zone and then the consolidated recommendations regarding zoning as well as a new Sign & Awning Ordinance for Broadway. Don also highlighted the recent Elmwood Park Police Department enforcement of State of New Jersey laws regarding pedestrian crosswalks as it relates to the new crosswalk at the train station.

Joe Tedeschi noted that if the BIC would like the Borough's assistance in increasing enforcement of this new legislation at the train station crosswalk then the BIC should send a letter to the Borough Council requesting same.

New Business

There was no new business brought before the Board.

Board Meeting Schedule

Executive Committee: Thursday November 3, 2011 at 8:00 A.M. Columbia Bank

Board Meeting: Thursday, December 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