

**Board of Trustee Meeting
December 1, 2011
Columbia Bank
14-01 River Road**

Minutes

Attendance: Trustees Kellerman, Kuiken, Landzettel, Levine, Malkin, Michelotti, Noorigian, Simon, and Wrubel (9). Borough Liaison Tedeschi (1). Staff in attendance: Smartt, and Davis (2)

Unable to attend: Trustees Belferman, Herrmann, Kleinberg, Melissas, Spivak and Stratis (6) and Borough Liaison Van Kruiningen (1)

Call to Order

Welcome Guests

Bob Landzettel called the meeting to order at 8:00 a.m.

Correspondence

Rich reported that following the last meeting of the Board of Trustees, Don had forwarded, as requested by the trustees at that meeting, letters to the Mayor and Council, in regard to the following:

1. RRIC recommendations in terms of the delineation and identification of the public parking spaces in the JPMorgan parking lot now that the Borough has finalized a revised agreement with the bank in terms of the parking lot
2. Complaints received by the RRIC in terms of pedestrian safety - under New Jersey statutes - in terms of the crossing at the bump-outs at the Post office on River Road and a request for enforcement at the crossings

Copies of the above correspondence were provided to all today and Don noted the efforts of the Police Department on pedestrian crossing enforcements at both River Road and the new crossing at the Broadway train station.

Additionally, all were provided with a copy of a letter from the Bergen County Department of Planning and Economic Development to the Mayor in response to the Mayor's request regarding the reprogramming of IRG CDBG grant funds – the County noting that the funds cannot be reprogrammed as requested and that a new application should be filed for programs that meet the guidelines required by federal statutes; specifically the job creation agreement requirement.

The RRIC had previously noted their support for the RRIC filing an application to administer a grant program. Joe Tedeschi reported that the 2012 application process is closed and that the 2013 application review process will begin in the summer of 2012 and that if the RRIC is interested in a grant they should develop a proposal in time for the next process. Joe Tedeschi reported that Jim Van Kruiningen is the contact person who can provide the trustees with the kinds of grants that were awarded in the last process as well as the respective amounts awarded by project.

Administration

2012 Meeting Calendar

The trustees reviewed and adopted the proposed calendar which Rich noted models the calendar adopted in prior years. Rich also noted that the calendar incorporates the Executive Committee Meetings on the 1st Thursday every month except August with the Full Board Meetings every other month running concurrently with Executive Committee Meetings.

Meeting Schedule January 2012 - December 2012

| <u>Executive Committee</u> | <u>Full Board</u> |
|----------------------------|-------------------|
| January 5 | |
| February 2 | February 2 |
| March 1 | |
| April 5 | April 5 |
| May 3 | |
| June 7 | June 7 |
| July 12* | |
| September 6 | September 6 |
| October 4 | October 4 |
| November 1 | |
| December 6 | December 6 |

*2nd Thursday to avoid July 4th holiday weekend

Both the Executive and Executive/Full Board meetings are scheduled for 8:00 am and all meetings are at Columbia Bank.

Minutes of the Board of Trustee Meeting of October 6, 2011

The Minutes of the October 6, 2011 Board of Trustee meeting were accepted as presented.

Financial

Financial Report & Voucher Register December 1, 2011

The December 1, 2011 Financial Report and Voucher Register were accepted as presented by Treasurer Rick Kellerman.

2012 Budget – Executive Committee Recommendations

The trustees reviewed the budget below and the Executive Committee made a recommendation to adopt the proposed budget with the understanding that:

1. the Executive Committee will meet to determine a recommendation for the budget allocation for the Administrative/Advocacy/Financial Administration Services line item – Don having requested for his firm a \$5,000 increase after having realized a decrease in compensation of \$5,000 since 2006 – and the Executive Committee than will report that recommendation to the trustees for their confirmation
2. the Executive and Marketing Committees will provide for specific appropriations of the general marketing program funds once they have finalized a 2012 marketing program - the trustees of the two committees to meet with Kurt Schwartz of MyTown Marketing and Vince Baglivo and Spencer Baker of District Connect following this morning’s Board meeting to further discuss proposal offered by the two firms to the RRIC for 2012.

The following budget was review and accepted with the qualifications noted above:

| | | 2012 Budget |
|---|----|--------------------|
| Income | | |
| 1000 · SID Assessments - General | \$ | 150,000.00 |
| 1100 · Trustee Commitment | \$ | 3,185.00 |
| 1200 - Private Contributions , Fees | \$ | - |
| 1400 - General Borough Grant - Holiday Lighting | \$ | 800.00 |
| 1600 - Interest Income | \$ | 200.00 |
| | | <hr/> |
| Subtotal Income | \$ | 154,185.00 |
| 1500 - Cash Carryover Appropriated | \$ | 17,500.00 |

| | | |
|--|----|---------------------------|
| 1510 - Cash Carryover Unobligated | \$ | - |
| 1515 - Cash Carryover/Accounts Payable/Prior Year | \$ | - |
| Subtotal Cash Carryover & A/R | \$ | 17,500.00 |
| Total Income | \$ | 171,685.00 |
| Expense | | |
| 2000 - Administration (Operations) | | |
| 2100 - Administration Expense | | |
| 2110 - All Remaining/Contingency | \$ | 5,400.00 |
| 2120 - Insurance/Bond | \$ | 350.00 |
| Total 2100 - Admin Expense | \$ | 5,750.00 |
| 2200 - Administrative/Advocacy/Financial Administration Services (DRS/CDS) | \$ | To Be Determined |
| 2300 - Financial/Audit | \$ | 2,200.00 |
| 2500 - State Filing Fees | \$ | 100.00 |
| Total 2000 - Administration (Operations) | \$ | 73,050.00 |
| 3000 - Operations (Appearance) | | |
| 3200 - Banner System - Existing | \$ | 3,400.00 |
| 3300 - Gateway Sign Repair/Replacement | \$ | - |
| 3400 - Holiday Lighting/Decoration Program | \$ | 8,600.00 |
| 3500 - Gateway Landscaping Improvements | \$ | - |
| 3700 - RRIC S&A Grants | \$ | - |
| 3800 - Streetscape/Planter Maintenance (CDS) | \$ | 17,250.00 |
| 3805 - Plants | \$ | 1,000.00 |
| Total 3000 - Operations (Appearance) | \$ | 30,250.00 |
| 4000 - Special Events/Promotional /Marketing/Public Relations | | |
| 4000 - Promotional / Marketing - Unobligated | \$ | 35,640.00 - Specifics TBD |
| 4025 - Stakeholders Vision Meeting | \$ | - |
| 4055 - Marketing & Special Events Implementation(DMV/CDS) | \$ | 4,320.00 |
| 4050 - Marketing/Web Administration & Hosting/District Connect (SB/VB) | \$ | 2,400.00 |
| 4060 - Public Relations/District Connect (SB/VB) | \$ | 8,400.00 |
| 4065 - Marketing & Design Consulting Services Package/District Connect (SB/VB) | \$ | - |
| 4075 - My Town Marketing (KS) | \$ | - |
| 4080 - Special Event #1 TBD (KS) | \$ | - |
| 4085 - Special Event #2 TBD (KS) | \$ | - |
| 4090 - Special Event # 3 TBD (KS) | \$ | - |
| 4095 - Special Event # 4 TBD (KS) | \$ | - |
| 4100 - Borough July 4th Fireworks | \$ | 500.00 |
| 4175 - Stakeholders' Annual Report | \$ | 1,185.00 |
| 4275 - FLCC Directory | \$ | 150.00 |
| 4350 - FLCC Golf Outing | \$ | 100.00 |
| 4400 - Summer Concerts | \$ | 300.00 |
| 4500 - Classic Car Show | \$ | 1,340.00 |
| 4550 - Holiday Window Painting | \$ | 3,750.00 |
| 4575 - Passaic River Regatta | \$ | 300.00 |
| Subtotal 4000 - Promotional/Marketing | \$ | 58,385.00 |

| | | | |
|---|---|----|-------------------|
| 4902 - Institutional & Co-op Advertising | | \$ | - |
| (Less Projected Co-op Ad Revenue) | | \$ | - |
| Subtotal 4000 - Advertising | | \$ | - |
| Total Special Events/Promotions/Marketing/Public Relations | # | \$ | 58,385.00 |
| Total Special Events/Promotions/Marketing/Public Relations/Planning & Economic Development | # | \$ | 58,385.00 |
| 7000 - Reserve Fund | | | |
| 7100 - Unobligated/Contingency Reserve | | \$ | 10,000.00 |
| Total 7000 - Reserve Fund | | \$ | 10,000.00 |
| Total Expense | | \$ | 171,685.00 |
| 8000 - Accounts Payable | | | |
| Accounts Payable /Prior Year | | \$ | - |
| Total Accounts Payable 2010 | | \$ | - |
| Total Budget with A/P | | \$ | 171,685.00 |
| Difference: Revenue Vs. Expenses | | \$ | - |
| Balance From Account 4000 - Line 41 - Unobligated | | | |

{Subsequent to the meeting The Executive Committee - with Bob Landzettel, Arthur Levine, Rick Kellerman, Todd Malkin, Rich Noorigian, Barbara Simon and Charlie Wrubel in attendance - met.

They did so following the review and discussion of the 2012 budget at the RRIC Board of Trustee Meeting of December 1, 2011 and as requested by the trustees. The purpose of convening was to allow the Executive Committee to offer – following the input offered by the trustees at the board meeting – a final budget for the acceptance of the trustees of the RRIC.

The members of the Executive Committee then asked Don to convey their decision in the matter they were asked to consider with Don noting his full support of that decision.

The committee, unanimously and by consensus, recommended to the trustees the budget as offered at the board meeting with two revisions. Those revisions were as follows:

1. Administrative/Advocacy/Financial Administration Services – in responding to a request for an increased in fees by Don Smartt in the amount of \$5,000 – it is the recommendation of the Executive Committee to recommend an increase in the fee amounting to 4% of the current agreement or \$2,500.
2. ‘Unobligated/Contingency Reserve’ - further, as regards the balance remaining of the request made, or \$2,500, it is the recommendation of the Executive Committee to allocate this amount to the line item, ‘Unobligated/Contingency Reserve’.

The trustees then noted their support and approval of the recommendations of the Executive Committee.}

Borough Liaisons Report

Joe Tedeschi provided an update on the former Kodak site on Route 208.

Programs/Committee Report

Nomination Committee

It was noted that the Annual meeting is scheduled for February 2, 2012 and that the Slate 'A' trustees were up for reappointment as follows: Kellerman, Kleinberg, Levine, Malkin, Chamber of Commerce Representative (Herrmann) - for a three (3) Year Term ending in February 2015.

Charlie reported that he has tried to contact Demetrios Stratis in terms of his availability to continue to serve as a trustee in consideration of his commitments to his legal practice and will also contact Felix Belferman to ascertain his continued availability and interest noting both of these trustees had not paid their respective 2011 trustee treasure commitment and Demetrios had not attended any Board meetings in 2011 and that Felix's attendance had been minimal.

{Subsequent to the meeting Rich notified the Executive Committee that he had received Felix's 2011 treasure commitment in the mail on December 1st – day of the meeting}.

It was also noted that the Annual meeting will reflect the nomination & election of officers and Committee Members At Large to a one (1) Year Term. The current officers and Committee Members at Large are as follows:

2011 OFFICERS & EXECUTIVE COMMITTEE MEMBERS AT-LARGE

| | |
|-----------------------|-----------------------|
| AUTHORITY | 2011 Officers |
| Officers (6) | Officers (4) |
| President | Robert W. Landzettel |
| First Vice President | Arthur M. Levine |
| Second Vice President | - |
| Secretary | Todd Malkin |
| Assistant Secretary | - |
| Treasurer | Rick Kellerman |
| At-Large Members (4) | 2011 At-Large Members |
| | Irv Kleinberg |
| | Charlie Wrubel |
| | Barbara Simon |
| | Rich Noorigian |

The trustees supported the reappointment of the current officers for 2012 and added Rich Noorigian to the Executive Committee effective today. The Nominations Committee will discuss recommendations for Officers and At-Large members for the Executive Committee.

Marketing/Promotions

2012 Marketing Program Update

It was noted previously in the meeting that the Executive and Marketing Committees will be meeting with Kurt Schwartz of MyTown Marketing and Vince Baglivo and Spencer Baker of District Connect following this morning's Board meeting to further discuss proposal offered by the two firms to the RRIC for 2012.

Appearance

Holiday Wreaths & Holiday Window Painting

Don reported that there were 33 windows scheduled for holiday painting and that the 92 wreaths have been installed.

Development/Redevelopment

Don reported on the new 7/11 that replace Friendly's and the Nursery School and it was noted that there may be environmental issues in terms of the former Bank of America location on River Road that prior to the bank housed a gas station. Todd noted that the former Barnert site will house cell tower Installer company.

New Business

Joe Tedeschi's RRIC Service - 'Thank You'

Bob Landzettel extended the thanks of the trustees to Joe Tedeschi in terms of his service to the RRIC as a Borough Liaison. Noting this will be Joe's last meeting since he had chosen not to run for office in November.

Board Meeting Schedule

Executive Committee Meeting: Thursday, January 5, 2012 at 8:00 A.M. Columbia Bank

Board Meeting: Thursday, February 2, 2012 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 9:15 a.m. so that the Executive and Marketing Committees –as well as any other trustees who wished to attend – could meet with Kurt Schwartz and Vince Baglivo and Spencer Baker.

Respectfully submitted,

Rich Davis