

**Board of Trustee Meeting  
April 2, 2013  
Columbia Bank  
14-01 River Road  
Minutes**

**Attendance:** Trustees in attendance Herrmann, Kellerman, Landzettel, Levine, Malkin, Noorigian, Simon and Wrubel (8). Borough Liaison Metzler (1) Staff in attendance: Smartt, Vitrano, Anemoyanis, Baglivo, Buchsbaum and Davis (6).

**Unable to Attend:** Belferman, Kuiken, Kleinberg, Melissas, Michelotti and Borough Liaison Swain (5).

**Call to Order**

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

Welcome Guests

There were no guests in attendance.

**Administration**

Fair Lawn Chamber of Commerce Annual Installation Dinner: April 24<sup>th</sup>

All received a copy of the invitation to the Annual Dinner noting that Bob Landzettel is being honored as the Chamber 'Person of the Year' and that his business – Lazon Paints - will be recognized for its 80 years of service to the community.

Annual Meeting - Trustee appointments/election of officers - February 11, 2013 Electronic Vote Tally Results

It was noted that an electronic tally was taken due to the lack of a quorum at the meeting and that the results of the polling reflected 8 'yes', '0' no and '5' no response with the trustees appointments and election of officers affirmed.

Failure to Provide Quorum – Due to Lack of Attendance

Don provided all with a copy of the 2013 RRIC Meeting Calendar which was approved by the trustees at the December 6, 2012 Board of Trustee Meeting.

Don noted that in 2012 there were 6 Board of Trustee Meetings scheduled and that the RRIC was not able to field a quorum for 3 of the 6 meetings - or 50%.

Don further reported that in 2013 the RRIC has again scheduled 6 Board of Trustee Meetings and that on February 7<sup>th</sup> the RRIC was unable to field a quorum which led to the electronic polling to confirm the reappointment of trustees and the election of officers.

The trustees in attendance this morning noted that they will continue to review and monitor this and that there is a need to attract additional trustees.

Minutes of the Board of Trustee Meeting of December 6, 2012

The Minutes of the December 6, 2012 Board of Trustee Meeting – previously tabled on February 7<sup>th</sup> due to lack of a quorum – were approved as presented.

Minutes of the Board of Trustee Meeting of February 7, 2013

The Minutes of the February 7, 2013 Board of Trustee Meeting were approved as presented.

Minutes of the Executive Committee Meeting of March 14, 2013 – For Information

The Minutes of the March 14, 2013 Executive Committee Meeting were provided to all for information.

## **Financial**

### April 2, 2013 Financial Report & Voucher Register

The April 2, 2013 Voucher Register and Financial Statement were approved as presented. Rich highlighted the following budget adjustments as noted in the March 14<sup>th</sup> Executive Committee Meeting Minutes:

#### Revenue

- Account 1200 - Private Contributions & Fees: from \$0 to \$16,500 {Banner sponsors/contributors and Co-op advertising revenues} (+ \$16,500)
- Total Revenue Adjustment: \$16,500

#### Expense

- Account 3100 - Banner System - New: from \$13,000 to \$14,580 {actual orders} (+ \$1,580)
- Account 3300 – Pole Painting : from \$4,000 to \$5,000 {projected actual including 2<sup>nd</sup> coat} (+ \$1,000)
- Account 4000 – Promotional/Marketing – Unobligated: from \$26,842 to \$41,762 {net balance realized from revenue adjustments + and – the net of the expense adjustments (+ \$14,920)}
- Account 4902 -Advertising/Promotions: from \$15,000 to \$14,000 {co-op ads and RRIC giveaway promotions support } (- \$1,000)
- Total Expense Adjustments: \$16,500

Rich noted that Bob Landzettel has recommended the following in terms of the presentation of certain line items on the monthly Financial Statement:

- that the ‘Private Contributions and Fees’ revenue line item have sub account categories for banner sponsorships/contributions, co-op advertising business owner fees, as well as a general ‘other’ category
- that the expense banner line items be changed as follows:
  - Banner Program – New: from \$14,580 to \$12,780 – with the \$1,800 originally included in this appropriation for installation of the new banners included in the next line item Banner Program – Existing
  - Banner Program – Existing: change the word ‘Existing’ to ‘Rotation’ and add the \$1,800 for the installation of the new banners to this line item
  - Banner Program – Existing: reallocate the original \$3,400 appropriation as follows:
    - \$2,400 to account 4000 – to Promotional/Marketing/Unobligated
    - \$1,000 to account 4250 – FLCC American Flag Program

Rich will reflect these changes in the next Financial Statement.

## **Borough Liaisons Report**

### Chase Bank Parking

In follow up to a question regarding the status of the signage acknowledging the availability of ‘public parking’ in this lot, Tom Metzler reported that the signs will be installed after the lot is repaved and restriped. As has been previously reported to the RRIC repaving is scheduled for this spring. This work would have been completed this past fall (2012) but council didn’t approve the budget until July.

### Other

Tom reported on the Borough website, the Maple Avenue Intersection project, and the Vanderplatt property being planned as an Assisted Living facility.

Don and the trustees thanked Tom for his service to both the Borough of Fair Lawn as well as the RRIC Board of Trustees and noted the great working relationship Tom has with the business community. Trustees applauded Tom in recognition of his service and wished him well in his new position with Bergen County.

## **Programs/Committee Report**

### Marketing/Promotions

#### RRIC 2012 Annual Report

All received a copy of the RRIC Annual Report which was reviewed by the trustees with a noting that some of the pictures should be updated. Vince requested that any trustees who have story ideas should contact him with their recommendations.

#### Website Hosting/Maintenance Report

All received a copy of the website hosting/ maintenance reports for February and March and Angela reviewed the reports as well as the statistical data for the 1<sup>st</sup> quarter 2013. Angela requested that any trustees who have questions or comments should contact her.

#### Public Relations Report

All received copies of the February and March Public Relations Reports from Vince which were reviewed by the trustees.

#### Banner Program

All received a copy of the RRIC new Banner Program synopsis and Don reported that the banners should be ready within the next few weeks and that installation is scheduled following the painting of the select 40 district poles.

Bob, Rich Noorigian and Dave Buchsbaum will be the subcommittee to identify which banners will be installed on which poles – the intention to install the respective banners by location to the businesses that are noted on the respective banners.

It was also noted that the RRIC will not install the Patriotic Banners this year and instead will leave the new banners in place until the fall.

In lieu of not having the Patriotic Banners up for the Fair Lawn Memorial Day parade – the parade route being noted as Fair Lawn Avenue to Berdan - the RRIC has authorized a \$1,000 sponsorship contribution to the Flag program that is coordinated by the Fair Lawn Chamber of Commerce for their purchase of some flags and brackets that can be installed on some of the wooden poles along River Road – location and ability to install on specific poles to be determined.

Bob, Rich Noorigian and Dave Buchsbaum will inventory potential wooden pole locations for the placement of said flags when they inventory the poles for the placement of the new River Road banners.

The flags and brackets purchased by the Fair Lawn Chamber of Commerce are installed by Borough DPW employees.

#### Co-op Advertising Program

All received copies of the RRIC 2013 Giveaway Program details and Don reported that the entire first half of the program – 5 months of the 10 months – have been sold out and that it is anticipated that the next phase – for the remaining 5 months – will also be sold out. Rich Davis referenced that over 90% of the business owner co-op ad share of the advertising fees for the first 5 months have been collected (\$3,020 of \$3,304) due to the efforts of the follow up by Diana, Sheila and David.

#### Marketing' Committee Meeting

It was noted that the Marketing Committee wanted to have a separate meeting - exclusive of Board/Executive Committee issues – and the committee set the meeting for Thursday, April 11<sup>th</sup>, at 8:30 a.m. at Columbia Bank. Don and Charlie noted that they will prepare an agenda for the marketing committee meeting and Diana, Vince and Angela will also be in attendance.

## **Appearance**

### Maintenance Schedule

Don and David Buchsbaum reported that they will be providing a schedule for the cleaning of the district including the Wagaraw Road river front property - with the Borough addressing the weeding of the river front property donated by Lackland and the RRIC addressing the cleanup of litter at said location.

### Lamp Post Painting

Bob Landzettel reported that he and Arthur have both received quotes and trustees noted in review that Bob's quote appeared to present the best complete offer at this time for \$100 per pole for the scraping, sanding, priming and painting with one coat of referenced Benjamin Moore paint - plus an additional \$25 per pole if a 2<sup>nd</sup> coat of paint was necessary. Bob reported that the painter will do 1 sample pole near the ShopRite as a test of the pole painting application.

The trustees approved of the quote submitted by GJA Enterprises, LLC, Saddle Brook, New Jersey – Arthur having noted his support for the use of this firm as well.

Once the 40 poles are painted the banners can be installed; the possibility of installing the banners that will be on the wooden poles - prior to the banners scheduled for the metal poles being painted - was also noted.

## **New Business**

There was no new business brought before the Board.

## **Board Meeting Schedule**

Marketing Committee Meeting: Thursday, April 11, 2013 at 8:30 A.M. Columbia Bank

Executive Committee Meeting: Thursday, May 2, 2013 at 8:30 A.M. Columbia Bank

Board Meeting: Thursday, June 6, 2013 at 8:30 A.M. Columbia Bank

## **Public Comment**

There was no public comment.

## **Adjournment**

The Board of Trustee Meeting adjourned at 10:10 a.m.

Respectfully submitted,

Rich Davis