

**RRIC Board of Trustee Meeting****December 5, 2013****8:30 a.m.****Columbia Bank****Minutes**

**Attendance:** Trustees in attendance were Herrmann, Kellerman, Kuiken, Levine, Malkin, Melissas, Noorigian, Simon and Wrubel (9) Borough Liaisons Swain and Van Kruiningen (2).

**Staff in attendance:** Smartt, Vitrano, Tarantula, and Davis (4).

**Unable to Attend:** Belferman, Kleinberg, Landzettel and Michelotti (4)

**Call to Order – Levine**

Arthur Levine called the meeting to order at 8:30 a.m.

Welcome Guests

The trustees welcomed Heather Polyi – a nominee to the Board of Trustees and owner of Glam Spot NJ on River Road. Nominations Committee representatives will be meeting with her to confirm her trustee time, talent and treasure commitment and will have a recommendation for the trustees at the next Board of Trustee Meeting.

16-23 River Road: Gus Patel Meeting - Thursday, November 21, 2013

It was noted that the RRIC had received a development application for 16-23 River Road (Lamring Commons) for an appearance before the Zoning Board on November 25<sup>th</sup>. A variance was being requested by the applicant to remove retail use from the first floor and to allow residential dwellings instead. It was noted that such use is in diametrical opposition to the RRIC's work on River Road.

Rich Noorigian reported on the meeting that was held with the property owner representatives noting that the RRIC trustees expressed their affirmation of the RRIC in support of the RRIC Master Plan and Rich noted that the applicant voiced his position in regard to the proposal.

It was reported that the applicant appeared before the Zoning Board on November 25<sup>th</sup> and that the application was continued.

**Administration**Minutes of the Board of Trustee Meeting of November 7, 2013

The Minutes of November 7, 2013 Board of Trustee Meeting were accepted as presented with the notation by Lisa Swain that the reference to Mayor Cosgrove being reelected should say that Mayor Cosgrove was continued in his role as Mayor. The minutes will be reframed to reflect this change.

**Financial**December 5, 2013 Financial Report & Voucher Register

Rick Kellerman reviewed the December 5, 2013 Financial Statement and Voucher Register which were accepted as presented. Rick also provided an update on the accounts receivable to date. Don noted that he will follow up with Felix Belferman in terms of both his 2013 trustee treasure commitment of \$250 as well as his banner contribution commitment of \$200 – both of which have not been paid to date.

## 2014 Budget

Rich Davis reviewed the process utilized this year during the budget review cycle noting that the Executive and Marketing Committees reviewed the proposed 2014 budget at their respective October 3<sup>rd</sup> and October 10<sup>th</sup> committee meetings and the Board of Trustees was presented with the 2014 budget draft at the November 7<sup>th</sup> Board of Trustee Meeting with the recommendations of the committees for approval of same at the December 5<sup>th</sup> Board Meeting; at said meeting all trustee questions were reviewed and addressed as appropriate by committee members.

Rich Noorigian noted to the trustees Bob Landzettel's objection conveyed to him to approving the budget in his absence this morning. Barbara Simon reported in terms of the follow up discussions which she and Don had with Bob post the November 7<sup>th</sup> Board of Trustee Meeting.

After hearing from both Rich and Barbara, each of the trustees and liaisons in attendance – 11 of the 15 trustees - were afforded the opportunity to ask questions and to offer comment in terms of the budget.

All those in attendance did so, and the consensus reached by the trustees in attendance was that they all support 'business recruitment' and encourage the Marketing Committee to continue the ongoing discussion and dialogue in this regard to identify programs and/or strategies that the RRIC might implement in terms of business recruitment.

Those in attendance also noted that they believe that the Marketing Committee – as noted by committee Chairman Rich Noorigian – will identify programs yet to be finalized for the unobligated budget amounts in the Marketing program line item and that the Board will continue to confirm the specifics of programs in 2014 to allocate the funds wisely to the benefit of the district.

Following review and discussion, the trustees accepted and approved – unanimously – the detailed 2014 budget below. The trustees – unanimously - did not support deferring action/approval on the budget and did support moving forward the budget process.

The trustees were well aware that the budget submission to the Borough Council will be by major program summary format as per prior years. The trustees acknowledged that the detailed line item budget provided the RRIC reflects the RRIC 2014 budget commitments made to date.

The trustees also acknowledged that the Marketing and Executive Committees will continue to identify programs which they believe are in the best interest of promoting the River Road District and the use of the unobligated funds.

The Marketing and Executive Committees will also continue to explore and confirm the details associated with the implementation of various Marketing program budgets that reflect appropriations below.

	2012 Budget	2013 Budget	2014 Budget Draft	Increase (Decrease) 2014 vs 2013
1000 · SID Assessments – General	\$ 150,000.00	\$ 150,000.00	\$ 150,000.00	\$ -
1100 · Trustee Commitment	\$ 3,185.00	\$ 2,685.00	\$ 2,685.00	\$ -
1200 - Private Contributions , Fees				\$ -
Banner Program Sponsorships/Contributors	\$ -	\$ 10,490.00	\$ -	\$ (10,490.00)
Co-op Advertising	\$ -	\$ 6,010.00	\$ 7,000.00	\$ 990.00
Other - Special Events			\$ 4,000.00	\$ 4,000.00
1400 - General Borough Grant - Holiday Lighting	\$ 800.00	\$ 800.00	\$ 800.00	\$ -
1600 - Interest Income	\$ 200.00	\$ 75.00	\$ 75.00	\$ -

Subtotal Income	\$ 154,185.00	\$ 170,060.00	\$ 164,560.00	\$ (5,500.00)
1500 - Cash Carryover Appropriated	\$ 20,000.00	\$ 19,000.00	\$ 42,500.00	\$ 23,500.00
1510 - Cash Carryover Unobligated	\$ -	\$ -	\$ -	\$ -
Subtotal Cash Carryover & A/R	\$ 20,000.00	\$ 19,000.00	\$ 42,500.00	\$ 23,500.00
<b>Total Income</b>	<b>\$ 174,185.00</b>	<b>\$ 189,060.00</b>	<b>\$ 207,060.00</b>	<b>\$ 18,000.00</b>

**Expense**

**2000 - Administration (Operations)**

2100 - Administration Expense				
2110 - All Remaining/Contingency	\$ 5,400.00	\$ 5,400.00	\$ 5,400.00	\$ -
2120 - Insurance/Bond	\$ 350.00	\$ 325.00	\$ 325.00	\$ -
Total 2100 - Admin Expense	\$ 5,750.00	\$ 5,725.00	\$ 5,725.00	\$ -
2200 - Administrative/Advocacy/Financial Administration Services (CDS)	\$ 62,500.00	\$ 62,500.00	\$ 62,500.00	\$ -
2300 - Financial/Audit	\$ 2,200.00	\$ 1,750.00	\$ 1,950.00	\$ 200.00
2500 - State Filing Fees	\$ 100.00	\$ 100.00	\$ 100.00	\$ -
<b>Total 2000 - Administration (Operations)</b>	<b>\$ 70,550.00</b>	<b>\$ 70,075.00</b>	<b>\$ 70,275.00</b>	<b>\$ 200.00</b>

**3000 - Operations (Appearance)**

3100 - Banner System - New	\$ -	\$ 12,780.00	\$ -	\$ (12,780.00)
3200 - Banner System - Rotation	\$ 3,400.00	\$ 1,800.00	\$ 4,000.00	\$ 2,200.00
3300 - Pole Painting	\$ -	\$ 8,350.00	\$ -	\$ (8,350.00)
3400 - Holiday Lighting/Decoration Program	\$ 8,600.00	\$ 8,600.00	\$ 8,600.00	\$ -
3500 - Gateway Landscaping Improvements	\$ -	\$ -	\$ -	\$ -
3700 - RRIC S&A Grants	\$ -	\$ -	\$ -	\$ -
3800 - Streetscape/Planter Maintenance (CDS)	\$ 9,750.00	\$ 5,500.00	\$ 11,000.00	\$ 5,500.00
3805 - Plants	\$ 1,000.00	\$ 2,500.00	\$ 2,500.00	\$ -
<b>Total 3000 - Operations (Appearance)</b>	<b>\$ 22,750.00</b>	<b>\$ 39,530.00</b>	<b>\$ 26,100.00</b>	<b>\$ (13,430.00)</b>

**4000 - Special Events/Promotional /Marketing/Public Relations**

4000 - Promotional / Marketing - Unobligated	\$ -	\$ 31,112.00	\$ 35,240.00	\$ 4,128.00
4025 - Stakeholders Vision Meeting	\$ -	\$ -	\$ -	\$ -
4050 - Marketing/Web Administration & Hosting (Muse)	\$ 2,400.00	\$ 2,400.00	\$ 6,000.00	\$ 3,600.00
4055 - Marketing & Special Events Implementation(CDS)	\$ 4,320.00	\$ 2,160.00	\$ 4,320.00	\$ 2,160.00
4060 - Public Relations/Baglivo	\$ 8,400.00	\$ 4,200.00	\$ 10,200.00	\$ 6,000.00
4065 - Marketing/District Connect	\$ 18,900.00	\$ -	\$ -	\$ -
4070 - Quarterly Newsletter (Muse)	\$ -	\$ -	\$ 2,400.00	\$ 2,400.00
4075 - Marketing/My Town Promotions	\$ 14,500.00	\$ -	\$ -	\$ -
4080 - Marketing/My Town Promotions-Hard Costs	\$ 2,240.00	\$ -	\$ -	\$ -
4100 - Borough July 4th Fireworks	\$ 500.00	\$ 300.00	\$ 300.00	\$ -
4125 - Borough ADA Adv Com/Berdan Park	\$ -	\$ 100.00	\$ -	\$ (100.00)
4175 - Stakeholders' Annual Report				
4176 - Printing	\$ 1,185.00	\$ 593.00	\$ 685.00	\$ 92.00

4177 – Content Development	\$ -	\$ -	\$ 3,600.00	\$ 3,600.00
4250- FLCC American Flag Program	\$ -	\$ 1,000.00	\$ -	\$ (1,000.00)
4275 - FLCC Directory	\$ 150.00	\$ -	\$ 150.00	\$ 150.00
4350 - FLCC Golf Outing	\$ 100.00	\$ 100.00	\$ 100.00	\$ -
4400 - Summer Concerts	\$ 300.00	\$ 300.00	\$ 300.00	\$ -
4500 - Classic Car Show	\$ 1,340.00	\$ 1,340.00	\$ 1,340.00	\$ -
4550 - Holiday Window Painting	\$ 3,750.00	\$ 3,750.00	\$ 3,750.00	\$ -
4570 - Passaic River Regatta/5K Walk	\$ 300.00	\$ 300.00	\$ 300.00	\$ -
4575 – Spring Pet Walk	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00
4580 – Spring Car Show	\$ -	\$ -	\$ 1,335.00	\$ 1,335.00
4585 – Summer Car Show	\$ -	\$ -	\$ 1,335.00	\$ 1,335.00
4590 – September/Fall Car Show	\$ -	\$ -	\$ 1,330.00	\$ 1,330.00
4595 – Halloween Special Event	\$ -	\$ -	\$ 2,000.00	\$ 2,000.00
4600 - Advertising & Promotions & Other Special Events/CDS	\$ 10,000.00	\$ -	\$ -	\$ -
Subtotal 4000 - Promotional/Marketing	\$ 68,385.00	\$ 47,655.00	\$ 76,685.00	\$ 29,030.00
4902 - Institutional & Co-op Advertising	\$ -	\$ 23,000.00	\$ 23,000.00	\$ -
Subtotal 4000 – Advertising	\$ -	\$ 23,000.00	\$ 23,000.00	\$ -
<b>Total Special Events/Promotions/Marketing/Public Relations</b> #	<b>\$ 68,385.00</b>	<b>\$ 70,655.00</b>	<b>\$ 99,685.00</b>	<b>\$ 30,230.00</b>
<b>5000 - Planning Economic Development</b>				
5100 - FLEDC Trustees Contribution	\$ -	\$ -	\$ 1,000.00	\$ 1,000.00
5200 - Planning/Economic Dev/Other	\$ -	\$ -	\$ -	\$ -
<b>Total 5000 - Planning Economic Development</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 1,000.00</b>	<b>\$ 1,000.00</b>
<b>Total Special Events/Promotions/Marketing/Public Relations/Planning &amp; Economic Development</b> #	<b>\$ 68,385.00</b>	<b>\$ 70,655.00</b>	<b>\$ 100,685.00</b>	<b>\$ 31,230.00</b>
<b>7000 - Reserve Fund</b>				
7100 - Unobligated/Contingency Reserve	\$ 12,500.00	\$ 10,000.00	\$ 10,000.00	\$ -
<b>Total 7000 - Reserve Fund</b>	<b>\$ 12,500.00</b>	<b>\$ 10,000.00</b>	<b>\$ 10,000.00</b>	<b>\$ -</b>
<b>Total Expense</b>	<b>\$ 174,185.00</b>	<b>\$ 189,060.00</b>	<b>\$ 207,060.00</b>	<b>\$ 18,000.00</b>
<b>Difference: Revenue Vs. Expenses</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

## **Borough Liaisons Report**

Don extended the congratulations of the RRIC to Jim Van Kruiningen on his recent appointment as Borough Manager.

Lisa Swain offered comments in terms of the budget discussion and noted that the Marketing Committee may want to explore opportunities for the RRIC to implement selected grant programs for such things as on line district business assistance in marketing their respective business on line as well as for business storefront lighting.

Additionally, Lisa noted the following:

- the right turn on red issue for the corner of Saddle River Road and Fair Lawn Avenue was delayed due to Bergen County review of the Borough's proposal
- the former Bank of America lot on the corner of Berdan Avenue was sold on July 30<sup>th</sup> to Halle Realty and Jim noted he will forward the contact information for the new property owner to Don
- the NJBIA 'New Good Neighbor Awards' application and the deadline of February 3, 2014 for nominees. Lisa provided Don with the information in this regard
- that she will continue as the RRIC Council liaison in 2014

Jim Van Kruiningen reported on the status of the Chase Bank Parking lot and noted that the Borough is working on the signage for the lot.

## **Programs/Committee Report**

### **Marketing/Promotions**

#### November 2013 Website Hosting & Maintenance Reports

The monthly report will be forwarded when received from Angela Anemoyanis.

#### November 2013 Public Relations Reports

The report will be forwarded when received from Vince Baglivo.

#### Marketing Committee Updates

Diana Vitrano reported on the Holiday Window Painting program.

Rich Noorigian reported that a committee met to discuss 2014 marketing concepts which will be further discussed and reviewed for consideration by the trustees.

### **BIC/EDC Updates**

Don reported that both the BIC and RRIC have supported a EDC 2014 trustee commitment of \$1,000 as requested; the BIC following a personal request of Mayor Cosgrove and Steve Kiel and Stu Herrmann at the BIC November 11<sup>th</sup> Board of Trustee Meeting.

Stu Herrmann reported on the EDC Planning Study of the Radburn area that will include 'business recruitment'.

Don also reported on a follow up that he and Jim Van Kruiningen are reviewing prior correspondence with Elmwood Park on the issue of parking at the Broadway Station.

### **New Business**

There was no new business brought before the Board.

**Board Meeting Schedule**

Executive Committee Meeting: Thursday, January 9, 2014 at 8:30 A.M. Columbia Bank

Board Meeting/Annual Meeting: Thursday, February 6, 2014 at 8:30 A.M. Columbia Bank (Annual Meeting)

**Public Comment**

There was no public comment.

**Adjournment**

The Board of Trustee Meeting adjourned at 9:45 a.m.

Respectfully submitted,

Rich Davis