

**RRIC Annual Board of Trustee Meeting
February 5, 2015
8:30 a.m.
Columbia Bank
Minutes**

Attendance: Trustees in attendance were Feeney (Michelotti), Kellerman, Landzettel, Levine, Melissas, Noorigian, Polyi and Simon (8) Borough Liaisons Swain and Van Kruiningen (2).

Staff in attendance: Davis (1). Also in Attendance: Angela Anemoyanis & Maureen Conklin-Guglich of Muse Marketing

Unable to Attend: Herrmann, Kuiken, Malkin and Wrubel (4)

Call to Order

Rich Noorigian called the meeting to order at 8:30 a.m.

Welcome Guests

There were no guests in attendance.

Rich Davis reported that Don had an electrical issue at home and would not be in attendance this morning.

Annual Meeting

Nominations Committee Report

Confirmations of Slate 'A' Reappointments:

It was noted that Charlie Wrubel had reported out at the January 8th Executive Committee Meeting that the following trustees had reconfirmed their commitments to serve as trustees for another three year term:

- Kellerman, Levine, Malkin and Herrmann

Irv Kleinberg

It was noted that Irv Kleinberg has indicated to Charlie Wrubel that he is unable to continue to serve as a trustee on the RRIC Board due to personal commitments. The trustees recognized Irv's contributions to the River Road business district as both a commercial property owner for 40 years and 20 years as a business owner. All received a copy of the letter that was signed by Rich Noorigian being sent to Irv Kleinberg.

2015 Officer Nominations/Members- At-Large

The Executive Committee reported the following Officer and Members-At-Large nominees for the Annual Meeting which were affirmed by the Board:

Authority	2015 Officers
Officers (6)	Officers (5)
President	Richard Noorigian
First Vice President	Arthur M. Levine

Second Vice President	John Melissas
Secretary	Todd Malkin
Assistant Secretary	-
Treasurer	Rick Kellerman
At-Large Members (5)	2015 At-Large Members Nominees
	Robert Landzettel
	Charlie Wrubel
	Barbara Simon
	-
	-

Regular Business Meeting

Administration

Minutes of December 4, 2014 Board of Trustee Meeting

The Minutes of the December 4, 2014 Board of Trustee meeting were accepted as presented

Minutes of January 8, 2015 Executive Committee Meeting – For Information

The Minutes of the January 8, 2015 Executive Committee meeting were provided for information.

Financial

February 5, 2015 Voucher Register & Financial Statement

Rick Kellerman reviewed the February 5, 2015 Financial Statement and Voucher Register which were accepted as presented.

Borough Liaisons Report

Lisa Swain reported that a resident had attended a recent Borough Council meeting and indicated she wanted to attend RRIC meetings but she would like the RRIC to schedule their meetings at night. Lisa reported that she explained that the trustees are business people and that the meetings are scheduled to accommodate their schedule and workday.

Jim Van Kruiningen reported that the respective 2015 budgets will be introduced this Tuesday evenings Borough Council Meeting - February 10th – and that the Public Budget Hearings will then be held at the March 10th Borough Council Meeting.

Lisa and Jim also reported that Jim’s assistant, Nicholas Magarelli – also a veteran – will be named as the Borough Veterans Affairs Liaison this Tuesday evening.

Development/Redevelopment- Updates As May Be Available

Rich Noorigian provided an update on Fair Lawn Industries that was forwarded by Don:

Fred Malone of Fair Lawn Industries contacted the office and noted that he really liked the RRIC new website and that his properties vacancy rate was pretty low reporting that he only had 20,000 square feet available out of 750,000 square feet which is a 2.6% vacancy rate.

Other Business – All

Borough of Fair Lawn Master Plan – RRIC Legislative Agenda & Master Plan Update

Rich Noorigian provided an update forwarded by Don as follows:

- all members of the RRIC Master Plan Subcommittee have signed off on DRAFT #1 of the proposed letter to Mayor and Council re revisions to zoning ordinances. Three trustees had no changes to the draft, and Arthur requested that a “the” be changed to a “this” which is an appropriate edit (Letter was also distributed as an info item at and subsequent to the last Executive Committee meeting.)
- DRAFT #1 is now undergoing a quick review by Peter Steck who will be back to Mark by the end of the week
- the only open item is the definition of Gross Floor Area since the BIC’s revised definition is also referenced in the “commentary” section of the draft RRIC letter to Mayor and Council. Mark will be in touch with the Master Plan Subcommittee to share with them the updated definition just recently developed by Craig, Mark and Peter Steck
- based on Jim Van Kruiningen’s guidance, the RRIC and BIC letters will be simultaneously transmitted to Mayor and Council – targeted by the end of February
- Mark and Peter Steck are in discussion about initiating the process to update RRIC’s own 1996 Master Plan. Kick-off meeting will be scheduled with the Master Plan Subcommittee in early March

RRIC April 2, 2015 Districtwide Meeting: Meeting Invitees/ Venue/Agenda

The trustees noted that they will continue to plan for a Districtwide Meeting and identify the best venue, time and confirm the date for said meeting.

River Road Benches

Rich Davis reported that Don and Jim Van Kruiningen had arranged with the DPW to deliver several benches to Bob Landzettel’s property so that a contractor could ascertain the costs for the replacement/upgrading of the benches on River Road. The RRIC has allocated \$7,500 for this program. Bob noted that he should have some cost projections in the near term.

Marketing

RRIC 2014 Web Demographic Report

All received a copy of the report and Angela provided a brief overview.

January 2015 Web & Public Relations Report

All received a copy of the report which Angela reviewed in detail explaining the analytical data included and the importance of that data in assisting the RRIC in making decisions regarding their marketing focus. Angela also provided everyone with her contact information and encouraged the trustees to contact her with any questions they have in the future.

January 23, 2015 Marketing Committee Meeting

The Marketing Committee met and prepared detailed recommendations to the trustees for a 2015 Marketing program. Rich Noorigian provided an introductory overview of the program.

2015 Marketing Program Review & Discussion

Special Event Programming Recommendations

Barbara Simon reported on the Special Events program recommendations, and revenue and expense appropriations – all trustees having received a copy of the analysis for the review - which were unanimously endorsed and accepted as follows - and Rich Davis will adjust the RRIC 2015 budget to reflect these actions and program appropriations as noted below.

	Co-Op Ad Program	Third Thursday Late Night	Pet Walk	FL CC Car Show	Halloween	Small Business Saturday Shop Local Campaign	Holiday Window Decorating	Total
	Feb-June, Aug-Dec	May, June, July	Sept	Oct	Oct	Nov	Dec, Jan	
Expenses								
Program	\$ 23,000	\$ 3,000	\$ 1,500	\$ 1,340	\$ 1,500	\$ 1,000	\$ 5,000	\$ 36,340
Staff	\$ 1,440	\$ 3,000	\$ 1,500	\$ 1,440	\$ 1,500	\$ 1,000	\$ 1,440	\$ 11,320
Total	\$ 24,440	\$ 6,000	\$ 3,000	\$ 2,780	\$ 3,000	\$ 2,000	\$ 6,440	\$ 47,660
Revenues								
RRIC	\$ 17,440	\$ 5,000	\$ 2,000	\$ 1,780	\$ 2,000	\$ 2,000	\$ 4,200	\$ 34,420
Private	\$ 7,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000		\$ 2,240	\$ 13,240
Total	\$ 24,440	\$ 6,000	\$ 3,000	\$ 2,780	\$ 3,000	\$ 2,000	\$ 6,440	\$ 47,660
Balance (+/-)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Expanded Website Sponsorship & Advertising Program/Event Design & Re-Branding Strategy

Heather Polyi provided all with a handout about 'social media' and highlighted the importance of a 'social media' presence by the RRIC.

Rich Noorigian reported that the RRIC Marketing Committee was recommending that the trustees approve the appropriation of \$6,000 - from an approximate \$22,000 unobligated balance in the RRIC 2015 budget - to engage Muse Marketing's services for a 'sponsorship campaign' and program as delineated below.

Angela provided an overview of the program and the potential to be realized by the RRIC in terms of the 'website sponsorship and advertising program and event design and re-branding'.

The program reviewed provided the development of a tiered advertising program and schedule as follows:

- Event Sponsorships
- Fundraising Programs
- Sponsorship Solicitation and Participation
- Demographic Reports
- Analytic Reports

Additionally, the marketing of the advertising program reflects the following:

- E-Newsletters
- Public Relations
- Facebook

The creation of the Sponsorship Advertisements reflects the following:

- Digital Advertisements

The Implementation of Online Advertisements reflects the following:

- Coding
- Linking

Client/ Sponsor Alterations reflect the following:

- Compilation of approved logos/artwork

The Event Design and Re-Branding reflects the following:

- Special Events – Design
 - Full Event Branding and Thematic Design
 - Event Posters and Advertisements – Print and Digital
 - Event Giveaways/Promotional Item Design
- Special Events – Digital
 - HTML Design and Graphic Design
 - Content and Copy Development
 - Content Linking and Graphic Management
 - Subscriber Database Management
 - E-Newsletter Testing and Alterations
 - Web ready Online Versions

The trustees reviewed the specific services to be provided and the services payment agreement as follows:

- 25% at Program Approval - Deposit \$3,000
- 25% at Program Launch \$3,000
- Additional \$6,000 to be paid based on program success with a commitment by Muse Marketing to raise a minimum of 50% of program costs in private and public sponsorships, advertisements and grant monies available at a rate of \$0.25 on every dollar not to exceed \$6,000 (any payment made here is solely based on the efforts of Muse Marketing to raise part of or all of the \$6,000)

Trustees questions were reviewed and answered and the trustees endorsed and affirmed the recommendation of the Marketing Committee to engage the services of Muse Marketing for \$6,000 for this program. Each trustee was given the opportunity to note their support - or not – and Arthur noted he would like more time to read the materials to evaluate his position. The rest of the trustees in attendance voiced their support and the consensus approved the program for implementation.

Rich Davis will adjust the 2015 budget to reflect the actions of the Board in this regard.

Public Comment

There was no public comment.

Meeting Schedule

Executive Committee Meeting: March 5, 2015 at 8:30 A.M. Columbia Bank

Districtwide Meeting: April 2, 2015 - Time/Venue TBD as noted in the meeting.

Adjournment

The Board of Trustee Meeting adjourned at 10:25 a.m.

Respectfully submitted,

Rich Davis