

R I V E R R O A D
I M P R O V E M E N T C O R P O R A T I O N

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**RRIC Board of Trustee Meeting
September 10, 2015
8:30 a.m.
Columbia Bank
Minutes**

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

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

Staff in attendance: Smartt, Gordon and Davis (3)

Call to Order

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

Board Meeting Materials

Barbara Simon noted that all trustees receive meeting material reference documents by email in advance of the meeting and that it is unnecessary to have staff reprinting all of the email forwards. Trustees supported the concept and noted that when Rich sends out the meeting reminder that trustees should be reminded that if they wish the meeting materials printed by staff that they should advise Rich by email 48 hours in advance of the meeting.

Administration

Minutes of the June 4, 2015 Board of Trustee Meeting

The Minutes of the June 4, 2015 Board of Trustee meetings were accepted as presented.

Minutes of July 9, 2015 Executive Committee Meeting - For Information

The Minutes of the July 9, 2015 Executive Committee Meeting were provided for information.

Financial

RRIC 'Weinstein & Weinstein' 2014 Audit Report

All received a copy of the 2014 Audit Report prepared by Weinstein & Weinstein as well as the Audit firms 'Significant Findings' letter which reflected no findings of non-compliance. The Audit Report will be filed with the Borough Clerk.

September 10, 2015 Voucher Register & Financial Statement

Rick Kellerman reviewed the September 10, 2015 Financial Statement and Voucher Register which were accepted as presented.

Stu Herrmann noted that the 'Car Show' line item expenses were over budget and that the RRIC should adjust the budget to reflect the actual costs. Rich Davis noted that some car show expenses have not yet been processed and that when sponsor contributions are realized it will reflect a net positive balance for those programs. Rich also noted that the budget is adjusted when the trustees take a specific action to implement a new program or take a specific action to enhance a program at which time the trustees authorize the appropriation of funds from the 'reserve/free balance/contingency'.

RRIC 2016 Budget Review Timeline

Rich Davis noted that as per prior years the Executive Committee and staff will be preparing a 2016 budget draft during October and November for presentation to the Board at the December 3, 2015 Board of Trustee Meeting. The Marketing Committee will meet during that timeframe to review and discuss marketing objectives for 2016 which will reflect the major emphasis of the 2016 budget development.

Borough Liaisons Report

Lisa Swain and Jim Van Kruijning reported on the following:

- Promotion of the RRIC Pet Walk
- 9/11 Ceremony in memory of the victims to be held on Friday morning in front of Borough Hall
- 2016 Borough Budget - in process
- Resident Pam Coles attendance at a recent Borough Council Meeting in which she noted she did not like the new bushes installed by the RRIC and once again complained about the RRIC Meeting schedule which she would prefer to have the meetings scheduled in the evening (Council Liaison Swain noting she once again advised Pam that the RRIC meeting schedule is set based on the availability of the RRIC trustee business owners and commercial property owners - all of whom are volunteers)
- Maple & Wagaraw Intersection Project – the County had been awaiting one more easement – from Fair Lawn Industries – which has just been secured so that project can now be finished

Jim Van Kruijning inquired whether the RRIC would be contributing to the FLCC costs of the October Street Fair as a car show participant in the FLCC event. Don noted that the RRIC had offered – along with the BIC – to pay the \$454 Borough services fee but that the FLCC has requested that the event planner absorb that cost as part of his implementation of the program on behalf of the FLCC. Jim noted that the actual Borough cost associated with this event approximates \$10,000 and that the \$454 is a very small amount in terms of the newly adopted Ordinance requiring such contributions.

Marketing

2014 Annual Report

All received a copy of the 2014 Annual Report which was mailed to all stakeholders with the business brochure. Don reported that Community Bank of Bergen County and the law firm of Jowarski Wells provided \$1,600 toward the printing and mailing costs.

August 2015 Web & Public Relations Report

All received a copy of the report which Rich Noorigian reviewed with the trustees.

Co-op Advertising Program Update

All were provided with a copy of the 2015 Phase I and Phase II program revenues and the comparable program revenues for 2014 that reflects a shortfall projected for 2015 vs 2014. Don noted that NJMG has had three (3) different salespersons for the RRIC this year and that the Marketing Committee will need to evaluate this program in its review of a 2016 budget.

Marketing Committee Report

Rich Noorigian and Don reported on the summer car shows, the upcoming Saturday September 12th Pet Walk, the October Car Show and the Halloween Event on Saturday October 31st.

In discussion, Carol Feeney noted her prior recommendation that the Halloween event – this year being held on Saturday October 31st – be changed from the noted 3:30 - 6:00 p.m. time frame to a midday schedule. All agreed with her recommendation and it was determined that the event will be scheduled for 12 noon – 3:00 p.m.

Don noted that in recognition of the Borough's EMS Units assistance with the Car Shows that the RRIC will be making a \$150 donation to the Borough EMS unit.

Development/Redevelopment

RRIC Recommendations at the June 9, 2015 Borough Council Work Session

Don and Rich Noorigian reported that the RRIC recommendations -along with the BIC's recommendations - were presented and received well and that the Borough Council has referred the recommendations to the Planning Board for review and response.

Master Plan Subcommittee Meetings re RRIC 1996 Master Plan Reassessment

All received a copy of the 'Fair Lawn Planning Board Master Plan Subcommittee Agenda and Discussion' outline used in the July 27th meeting that Rich Noorigian, Bob Beshlian, Don and Mark had with the Planning Board Subcommittee as well as a copy of a 'Planning Memorandum' that included the outcomes of a meeting on June 25th with Don, Mark and RRIC Subcommittee members Bob Landzettel, Arthur Levine, Rich Noorigian, and John Melissas.

Mark noted that another meeting is being scheduled with the RRIC Subcommittee for the near term to review newly prepared report language and continue the dialogue in this regard.

Committee members responded to Stu Herrmann's comments -- noting the purpose and objectives of the RRIC Master Plan Subcommittee -- which signed off on RRIC's June 9th letter and is now taking a fresh look and review of the 1996 RRIC Master Plan [Study] -- vs the Borough's Master Plan Subcommittee -- designated by the Planning Board Chair to carefully review the RRIC and BIC June 9th letters which prioritized items in the Borough's recent Master Plan Revision to be enacted as ordinances. Mark noted that the Planning Board is in the early phases of deliberation and has not taken any action yet.

It was further noted in terms of the rest of the Borough's commercial zones that the original concept of the FLEDC was to have an entity act and speak on behalf of the other business zones within the Borough but in the absence of a funded FLEDC there was no one speaking on the behalf of those other areas - the BIC and RRIC representing their respective districts only.

(Subsequent to the meeting it was determined that Bob, Rich Noorigian, Don and Mark will meet with the Planning Board Subcommittee on September 15th to further the discussions initiated with them previously)

Other

Updates were provided regarding the following:

- Northern New Jersey Jewish Archive and Exhibit being located at the 'condo' facility at 17-10 River Road - Don will follow up with Richard Polton who is coordinating this effort
- Withdrawal of the 'Pet Crematorium' application due to objections being voiced by local interests other than the RRIC
- Status of the Jewelry Store being located at the corner of Berdan and River Road (old Bank of America site)

Other Business

River Road Benches

Bob reported that the benches were in process of being refinished at a cost of \$200 per bench. The total number of benches is 29.

Thanks were noted to the Jim Van Kruiningen and Borough staff with assisting in the moving of the benches to the central refinishing site at Bob Landzettel's business and then transported back to their respective locations and to Bob for his work in the implementation of this project.

Other

EDC Update

Stu Herrmann provided an update on the Radburn Study in conjunction with the Borough, County, NJT and the EDC and noted that an Open House is planned for September 29th - info regarding the Open House is being forwarded to Rich Davis to forward to all.

Meeting Schedule

Executive Committee Meeting: Thursday, October 1, 2015 at 8:30 A.M. at Columbia Bank

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

Full Board Meeting: Thursday, December 3, 2015 at 8:30 A.M. at Columbia Bank

Adjournment

The Board of Trustee Meeting adjourned at 10:00 a.m.

Respectfully submitted,

Rich Davis