

**B R O A D W A Y I M P R O V E M E N T  
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**Broadway Improvement Corporation  
Board of Trustee Meeting  
Fair Lawn Community Center  
10-10 20<sup>th</sup> Street  
Thursday June 12, 2014**

**Minutes**

**Attendance:** The following Board members were in attendance: Bate, Berke, Beshlian, Cummins, Frenkel, Godfrey, Kerbekian, and Noorigian (8). Liaisons: Van Kruiningen (1)

**Unable to Attend:** Trustees Guy and Kapotis and Borough Liaison Peluso (3)

**Staff Present:** Smartt, Gordon & Davis (3)

**Convene & Welcome**

Bob Beshlian convened the meeting at 7:00 PM.

There were no guests in attendance.

Rich Davis noted that Irene Kapotis was at Hackensack High School this evening presenting Columbia Bank scholarships and that Kurt Peluso was called out of town on business at the last minute and that both were unable to attend the BIC Board meeting.

**Administration**

Minutes of April 10, 2014 Board of Trustee Meeting

The Minutes of the April 10, 2014 Board of Trustee meetings were accepted as presented.

Minutes of May 8, 2014 Executive Committee Meeting – for Information

The Minutes of the May 8, 2014 Committee meeting were provided to all for information.

**Financial/Audit/Insurance**

June 12, 2014 Monthly Financial Report & Voucher Register

Rich Davis reviewed the June 12, 2014 Financial Statement and Voucher Register which was accepted as presented. Rich noted the accounts receivable for co-op ads (\$100) and trustee commitments (\$200).

**Maintenance of the District**

All received a copy of an article written by Vince Baglivo in terms of the BIC maintenance/cleaning program for 2014 being implemented.

Don noted in terms of the planting program for 20 individual small planters located in front of various businesses that the Executive Committee had determined not to pursue that program this year because the projected cost to do so on an annual basis is not an effective use of BIC maintenance funds.

The larger planter's planter program – implementation deferred because of weather - will be completed within the next week as per the program previously approved.

Bob Beshlian inquired regarding the painting of the garbage bins and the associated labor and materials cost to do this project. It was determined that there was a miscommunication in regard to implementation of this program and Don and Rich will follow up with Jerry Blankman in this regard.

George Bate reported that as per his previous discussion with the Executive Committee regarding trees for selected sidewalk locations on Broadway that he had followed up with Borough Tree Program representatives - in his capacity as Chairman the Borough's Maintenance Committee - who will review the potential for such a program on Broadway; some concerns noted regarding approval of NJDOT (State highway location), snowplowing, and impediments to drivers seeing signage. George will keep the Board informed as to progress in this area.

## **Marketing**

### May 2014 Website Hosting & Maintenance Report

All received a copy of the May 2014 Website Maintenance and Hosting Report.

### Website Committee Update Report

Rich Noorigian and Don reported the development of the website 'business inventory' and the respective quotes received from both District Connect (Spencer Baker) and Muse Marketing Group (Angela Anemoyanis). It was noted that Spencer's quote was to provide for minimal services to develop the inventory (\$576) and that Angela's was a comprehensive proposal (\$3,000).

It was noted that:

- Spencer's proposal reflected the acquisition of a commercially available list, database updating with the list, and telephone confirmation for authenticity and accuracy
- Angela's proposal reflected the business database development and formatting (importing of content), on site research, qualification and photography (Muse staff to personally visit each business and take professional photos of the outside of each business) , total data review and qualification and online database swap and reprogramming

In discussion consensus was determined by those in attendance that the Muse proposal would be more inclusive and will create the greatest improvement in terms of both accuracy and functionality.

Additionally, Dan Berke noted that from a public relations perspective that the on site visit to every business would be beneficial to the BIC in terms of a visible service to those property owners/business owners paying the assessment.

In consideration of the ongoing website projects already being implemented under agreement with Muse Marketing it was the consensus of those in attendance to approve the proposal from Muse Marketing in the amount of \$3,000. Don and Rich Noorigian will follow up with Angela. Rich Davis noted that he will adjust the budget to reflect this appropriation.

Finally, in terms of setting up the BIC FaceBook page trustees were requested to volunteer as BIC FaceBook administrators to oversee the site. Dan Berke noted that he would volunteer for such service.

### May 2014 Public Relations Report?

All received a copy of the March 2014 Public Relations Report.

## **Borough Liaisons Report**

Jim noted that he had no specific items to report.

## **Implementation of Broadway Vision Plan**

### Pending Revisions to the Fair Lawn Master Plan: process and substance of BIC input

Mark called the trustees' attention to the BIC Fact Sheet regarding the revised FL Master Plan issued on June 11. He noted that Bob Beshlian had sent 3 letters to the Planning Board to explain BIC initiatives. Additionally, Mark had participated in multiple meetings, e-mails and phone calls with Board representatives involved in revising the Plan. Mark worked closely with Craig in developing policy positions and drafting narrative to explain them.

The Fact Sheet summarized 8 areas in which the revised Master Plan reflects positions advocated by the BIC. Craig and Mark reviewed progress in each area including issues needing further attention.

With the Master Plan being adopted on June 23, advocacy will shift to Mayor and Council in the fall. Don suggested and the Board concurred that the BIC should engage Peter Steck again to draft any new ordinance sections so we will be fully prepared for the fall legislative season. Mark volunteered to negotiate an arrangement with Mr. Steck as he had previously done. Finally, Craig and Mark will collaborate to prioritize which areas the BIC should emphasize in the fall.

### Revised Project Plan for Viaduct Electric

Mark noted that the revised project plan, in the Board packet, was ready to be submitted to NJT. It shows lighting provided by historic-look sconces (see photo-simulation at right) and implementation by Borough staff. Don suggested that the package be submitted to NJ Transit while the Borough waits to receive the employee's electrician certificate now pending with the state. Jim Van Kruiningen agreed. (Revised plan was submitted by BIC to NJT on June 17. It included a Borough letter committing to maintain the fixtures in the future.)



### Actions to Expedite Physical Projects

Don noted that the White Paper with Bob Beshlian's transmittal letter had been distributed to the state agencies and various stakeholders as previously discussed with the Executive Committee and the Board. A written response from NJDOT and an e-mail response from NJT were included in the Board packets.

Written response from NJDOT did not show much urgency. Don explained that he has recently spoken with Senator Bob Gordon, who wants to continue to take the lead on this issue. Don will reach out to him shortly to discuss next steps.

Jim Van Kruiningen left the meeting at 9:15 a.m. following completion of the BIC Regular Business Agenda items.

## **Other Business**

### EDC March 20, 2014 and June 10, 2014 Board of Trustee Meetings

Rich Noorigian and Dan Berke reported on the EDC meetings and the outcome of the discussion regarding Broadway and the Radburn Study.

They reported that:

- Steve Kiel, President of the EDC, reported that a committee of 4 EDC trustees – Bob Landzettel, himself, Stu Herrmann, and Mayor John Cosgrove - had met with two (2) firms as previously discussed at the November 2013 EDC Core Committee Meeting - ‘The RBA Group’ as well as ‘LRK’ (Looney Ricks Kiss) - both firms having been prequalified by NJT and Steve Kiel noted that the EDC representatives had selected ‘LRK’ because of their familiarity with Fair Lawn
- Steve Kiel had further reported that when the committee presented the concept that Broadway be included in the ‘study corridor’ that Vivian Baker indicated that if the EDC was insistent on including Broadway in the study then NJT would not continue its partnership with this study and that the NJT \$50,000 commitment was then off the table. Steve noted that Vivian stated that a ‘Broadway corridor study was a subject for another day’
- Steve Kiel also reported that the EDC representatives at the NJT meeting did not feel that they were in a position to reject the position advanced by NJT in terms of Broadway
- trustees noted in discussion in reference to Broadway that language can be incorporated in the ‘Agreement’ with NJT that sets the seeds for a future potential study corridor to include Broadway so that the discussion is not closed in terms of Broadway - all in attendance at the EDC meeting affirmed this direction and the inclusion of such language to keep the Broadway concern on the table for the future
- in terms of the BIC representatives comment questioning why the BIC should continue representation on the EDC Board it was noted by Steve Kiel and Mayor Cosgrove that there are varied opportunities to represent the interests of different commercial corridors in Fair Lawn - Mayor Cosgrove noting Council representatives meeting recently with State Senator Gordon and Assemblyman Lagana in support of Broadway issues as delineated in the BIC ‘White Paper’ - and that as interested parties to the economic vitality of the community it would seem that the BIC would want to continue its partnership on the EDC
- the question of the management of the study and potential candidates for same was discussed and it was determined that the first step would be finalizing a ‘Scope of Services’ and that following that the EDC would need to identify a ‘Project Manager’ to oversee the study
- financing the development of a Scope of Services and the Project Management of the Study was discussed with an indication that once a Scope of Services was developed that possibly the Borough and EDC might be able to fund the project management together with the cost yet to be determined
- Steve Kiel reported that Vivian Baker indicated that NJT would not accept Don Smartt as the EDC Project Manager. EDC representatives noted Don’s service to Fair Lawn with the BIC, EDC and RRIC but that NJT in this instance wanted a different face at the table for this project
- Rich Davis noted Vivian Baker’s representation on the Broadway Vision Plan Committee and that from his personal perspective that Vivian Baker wanted this to be NJT directed and that she knows that would not happen with Don in a leadership role on this proposed study
- the trustees approved the engagement of Allen Weitzman - Studio 5 Partnership Architects/Planners - to draft a Scope of Services for up to \$2,500 in consideration of his quoted hourly rate to Stu Herrmann of \$210 per hour and the estimate of approximately 10 hours for preparation of the Scope of Services

BIC representatives will need to reach their own conclusions as to whether they wish to continue service on the EDC Board of Trustees when the announcement of the September 9<sup>th</sup> EDC quarterly Board meeting is sent out in early September.

**Next Meetings**

Next Executive Committee Meeting: Thursday, July 10, 2014 at 10:00 AM at Bob Beshlian's Office

Next Board Meeting: Thursday, September 11, 2014 at 7:00 PM at the Fair Lawn Community Center

**Public Comment**

There was no public comment.

**Adjournment**

The meeting adjourned at 9:40 p.m.

Respectfully submitted,

Rich Davis