

**B R O A D W A Y 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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**Broadway Improvement Corporation
Board of Trustee Meeting
Fair Lawn Community Center
10-10 20th Street
Thursday January 8, 2015**

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: Cummins and Kapotis (2) Liaison Peluso (1)

Staff Present: Smartt, Gordon and Davis (3)

Convene & Welcome – Beshlian

Bob Beshlian convened the meeting at 7:00 PM welcoming all to the first meeting of the new year.

Bob also welcomed Claude Bienstock, Coviello Realty, 13-15 Broadway.

Administration

Minutes of the November 13, 2014 Board of Trustee Meeting

All received a copy of the November 13, 2014 Board of Trustee Meeting Minutes which were approved as presented.

Financial/Audit/Insurance

December 31, 2014 Financial Statement & December 31, 2014 Balance Analysis

All received a copy of the December 31, 2014 Financial Statement and Balance Analysis which were approved. Rich Davis also reviewed the December 31, 2014 balance analysis below.

BROADWAY IMPROVEMENT CORPORATION		
DECEMBER 31, 2014 BALANCE ANALYSIS		
CATEGORY	AMOUNT	NOTATION
Balance 12/31/14	\$ 28,001.75	Balance 12/31/14
Accounts Receivable 12/31/14	\$ 200.00	Dennis C/ 2014 Trustee Commitment
	\$ 100.00	Co-op Ad/Metromix/December
Total Revenue/ Funds 12/31/14	\$ 28,301.75	
Accounts Payable 12/31/14 *	\$ 11,850.00	Various - See AP 12/31/14 Synopsis Below
Total Accounts Payable 12/31/14	\$ 11,850.00	
Total Adjusted Balance	\$ 16,451.75	Total Revenue/Funds + A/R - A/P
Total Balance Appropriated to 2015 Budget	\$ 16,000.00	Obligated/Appropriated to 2015 Budget
Total Unobligated Free Balance 12/31/14	\$ 451.75	Total Unobligated - Free Balance : \$ + \$ AR

Accounts Payables *		
Viaduct Lighting Project	\$	4,700.00
Borough/Engineering	\$	4,000.00
Broadway Bucks	\$	1,400.00
Planner Services/Steck	\$	1,750.00
TOTAL		\$ 11,850.00

January 8, 2015 Financial Statement & Voucher Register

All received a copy of the January 8, 2015 Voucher Register and Financial Statement which were reviewed and approved as accepted.

Maintenance of the District

It was noted that the maintenance program is suspended for the winter months as usual unless a specific need and request for service is identified.

Marketing

December 2014 Website Report

All received a copy of the December Website Report.

Muse Marketing 2014 Demographic Report

All received a copy of the 2014 Demographic Report filed by Angela with the web and Facebook analytics for the year. Angela will be in attendance at the next BIC Board of Trustee Meeting and she will be able to answer questions at that time.

December 2014 Public Relations Report

All received a copy of the December Public Relations Report. It was noted that this is the last one to be filed by Vince with Muse Marketing assuming this responsibility under the 2015 contract.

Co-op Ad Program

The 2015 program models the success of prior years and in process for the 10 issues this year.

Broadway Banners Update

The banners will be coming down to refurbish the color fade which occurred. Follow up will be made with Gates Flag to confirm the schedule.

Borough Liaisons Reports

Jim Van Kruiningen updated the trustees on various New Year activities noting that the 2015 budget process is in place for a timely presentation and adoption.

Additionally, Jim noted that the Borough has executed the agreement with the respective partners for the Radburn Study and has forwarded to Borough's \$10,000 contribution to NJT.

At Rich Davis' request as EDC record keeper Jim will forward a copy to Rich for the EDC files.

Broadway Master Plan Updates

Implementation of Broadway Vision Plan

Mark Gordon provided the following report:

Planning & Zoning: Last Fall, the BIC reached agreement on its legislative program to bring before Mayor and Council early in 2015. Peter Steck has been drafting ordinances based on BIC Board direction. His first draft was received November 30th and was reviewed by Mark and Craig. Peter's second draft, with additions and corrections based on feedback, is due next week. The next step is to review the revised draft with Craig; then Mark will prepare a draft letter to Mayor and Council for review with the Executive Committee.

Mark noted that Cheryl Bergailo resigned from her support role to the Planning Board. Jim Van Kruijning added that the Borough had just hired Matrix to replace Cheryl's firm.

Rich Davis noted that Mark is also working with the RRIC to draft a similar letter to Mayor and Council. Jim asked that both letters be sent at the same time in order to streamline the process of review and enactment.

Viaduct Electric: Four historic-look sconces, fabricated to order, were received November 25th. The shipment was accepted by the Borough, and BIC paid the invoice for \$6,400.

In December, Mark drafted most of the PSE&G application for electric service, which Borough staff completed and Jim signed today. The project is now moving into the implementation stage with Borough staff to install the fixtures. Jim added that his staff is making a list of required supplies, including two electric boxes, wire and conduit. The BIC has agreed to purchase these supplies within budgeted resources. Craig agreed with this approach.

Broadway Station Traffic Signal: Following up on Don's comment earlier in the meeting, Mark noted that one year ago, NJDOT staff had begun to recommend a conventional traffic signal at the station, but one that would require two completed traffic cycles to cross the street. After crossing one direction of travel, pedestrians would be held in a "cage" until the second cycle cleared. Mark explained that commuters are generally in a hurry, and will not wait for two signal cycles to cross the street. After some discussion, Bob Beshlian stated that a traffic signal with one cycle – similar to all other crossings in Fair Lawn – is needed at the station.

Other Business

There was no other business brought before the Board.

Next Meetings

Executive Committee Meeting: Thursday, February 12, 2015 at 10:00 AM at Bob Beshlian's Office

Board of Trustee Meeting: Thursday, March 12, 2015 at 7:00 PM at the Fair Lawn Community Center Card Room.

Public Comment

Claude Bienstock thanked the trustees for their efforts on Broadway and noted as a separate matter his disappointment with the State regarding the potential for cancellation of overnight PATH service.

Adjournment

The meeting adjourned at 8:15 p.m.

Respectfully submitted,

Rich Davis