

**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 November 12, 2015**

Minutes

Attendance: The following Board members were in attendance: Berke, Beshlian, Cummins, Frenkel, Hochkeppel and Noorigian (6). Liaisons: Peluso and Van Kruiningen (2)

Unable to Attend: Bate, Godfrey and Kerbekian (3)

Staff Present: Smartt and Davis.

Convene

Bob Beshlian welcomed all and convened the meeting at 7:00 PM.

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

Administration

Minutes of the September 10, 2015 Board of Trustee Meeting

All previously received a copy of the September 10, 2015 Board of Trustee Meeting Minutes which were accepted as presented.

Minutes of the October 8, 2015 Executive Committee Meeting – For Information

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

BIC 2016 Meeting Calendar

The January–December calendar incorporates Executive Committee meetings every month, except August.

All trustees are invited and encouraged to attend the Executive Committee monthly meetings.

The calendar was presented and accepted by the Board of Trustees.

<u>Executive Committee</u>	<u>Full Board</u>
	January 14
February 11	
	March 10*
April 14	
May 12	
	June 9
July 14	
	September 8
October 13	
	November 10
December 8	

*Annual Meeting

Board Meetings are scheduled for 7:00 PM at the Fair Lawn Community Center Card Room.

Executive Committee Meetings, in the months there are no Board meetings, are scheduled for 10:00 AM at the offices of Beshlian Properties, 32-05 Broadway.

CDS/TCA

Don reported that he and Chris Bernardo have finalized an agreement for separation of TCA and CDS and that with the renewal – at no change in compensation – they will return to the separate companies that were in place a few years ago and that Don (TCA) will handle the Administration and Advocacy, Financial and Insurance and that Chris (CDS) will handle the maintenance aspects and the only change is that the monthly voucher register will list checks to both TCA and CDS rather than just CDS. Rich Noorigian reported that the RRIC approved of the same matter at the November 5, 2015 Executive Committee Meeting. The Agreement for services is for period January 1, 2016 through December 31, 2017 with no change in compensation from 2015.

Financial/Audit/Insurance

November 12, 2015 Financial Statement & Voucher Register

All received a copy of the November 12, 2015 Voucher Register and Financial Statement which were accepted as presented.

BIC 2015 Budget Projection

Rich Davis reported that the projected cash balance available on December 31, 2015 is \$13,500 which can be applied to the 2016 budget.

BIC 2016 Budget – Executive Committee Recommendations

All received a copy of the 2016 budget draft for review and consideration. The trustees reviewed each line item of the proposed budget with the following noted:

- no change in the assessment
- a slight reduction in the cash carryover appropriated from \$16,000 in 2015 to \$13,500 in 2016
- no change in Administration program appropriations
- Marketing program appropriations to be finalized – in synergy with the RRIC - with considerations for a joint co-op program, a business video program, as well as the proposed Health Fair for Broadway
- the mutual separation by the end of the 1st quarter of 2016 from Muse Marketing - who currently provides the Website Hosting and Maintenance and Public Relations services to both the BIC and RRIC - to a new firm to be identified – with both the RRIC and BIC focused on finding a firm to provide these services that is knowledgeable and familiar with Fair Lawn – trustees of both SID's being invited to provide reference and contact information for anyone they believe that the BIC and RRIC should consider
- a meeting of representatives of both the BIC and RRIC will be scheduled early new year to focus on marketing synergy between the BIC and RRIC in this regard – BIC trustees Elyss Frenkel, Bob Beshlian , Margie Hochkeppel and Rich Noorigian noting that interest as BIC representation at said meeting – Elyss noting her availability if a post school day meeting is scheduled in the evening
- in consideration of Mark Gordon's (Urbana Consulting) contributions to the BIC in 2015 in lieu of an increase in compensation in 2016 the base annual retainer fee will remain the same at \$13,800 with a separate \$1,200 - paid monthly 2016 at \$100 per – as a recognition of extra 2015 services

The BIC 2016 budget was approved as presented and will be prepared for forwarding to the Mayor & Council for the Borough's 2016 budget process.

Maintenance of the District

New Planters

It was reported that the BIC will have access to additional planters on Broadway for 2016 and that George Bate and Jerry Blankman have surveyed the district and have made some location recommendations to the BIC Executive Committee. Direction will be finalized for Spring 2016 implementation and Jim Van Kruiningen noted that the Borough can assist in the relocation of planters to Broadway.

Borough Liaisons Report

Kurt Peluso and Jim reported that effective January 2016 the Borough has moved to a private outsourcing for recycling with the Borough able to reassign current personnel to other responsibilities and with the Borough saving over \$1 million annually by this agreement.

Jim Van Kruiningen reported that the Borough's budget process is moving forward and that he anticipates that the respective budgets will be finalized at the February 16th Borough Council Meeting.

Kurt and Jim also reported that the Borough is switching to the State Health Benefits Program for Borough employees with a savings to be realized to the community. Jim noted in response to a question that this was accomplished with the cooperation of the respective employee unions.

Marketing

October 2015 Web & Public Relations Report

All previously received a copy of the October 2015 Public Relations and Website Report.

Broadway Master Plan Updates

Dialogue with Planning Board Master Plan Subcommittee regarding BIC's Ordinance Recommendations

Don reported that Bob Beshlian, an RRIC representative, Don and Mark will have their third meeting with the FL Planning Board's Master Plan Subcommittee early next week. The last meeting was very productive in that the Subcommittee agreed with a majority of the BIC recommendations for changes in zoning ordinances in our June 9th letter to Mayor and Council. The objective of next week's meeting is to continue discussion on the open items and attempt to reach closure.

Parking Under Train Viaduct

Don and Jim Van Kruiningen reported that with the BIC's noted reaction opposing elimination of parking for commuter drop-off and pick-up ("kiss 'n ride") under the viaduct that the Council deferred action. Jim Van Kruiningen suggested that Mark reach out to Officer Franco to discuss this issue. Officer Franco advised Mark that he has decided not to ticket commuters who park in that area. They brainstormed several strategies going forward which may include placing of new crosswalk advisory signs adjacent to the commuter parking area and/or urging NJDOT to add a new westbound facing traffic signal head on an existing signal arm west of the viaduct.

Viaduct Lighting

Jim Van Kruiningen advised that the DPW will complete installation and activation of two sconces before winter weather comes. The Executive Committee has previously recommends that the two extra sconces be retained in Fair Lawn until the new lights are operational. At that time, a decision will be made whether or not to return the sconces for a partial refund.

Other Business

Claude Bienstock

Claude commended the trustees for the efforts of the BIC in enhancing the appearance on Broadway and the good impact that these efforts have on real estate values and for Fair Lawn in general.

Next Meetings

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

Board of Trustee Meeting: Thursday, January 14, 2016 at 7:00 PM at the Fair Lawn Community Center Card Room

Adjournment

The meeting adjourned at 8:20 p.m.

Respectfully submitted,

Rich Davis