

**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 14, 2016**

Minutes

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

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

Staff Present: Smartt, Bernardo, Vitrano and Gordon (4)

Convene & Welcome – Beshlian

Welcome RRIC Trustees & Guests

Bob Beshlian welcomed RRIC trustee representatives Bob Landzettel, Barbara Simon and Stuart Pace.

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

Joint RRIC/BIC Discussion/Synergy

Bob Beshlian, President of the BIC and Rich Noorigian, President of the RRIC, and Don Smartt, RR/BIC Administrator noted that the joint meeting tonight was to begin a dialogue about potential synergies that might be realized by the BIC and RRIC. A round table discussion ensued with all trustees in attendance participating

Trustees offered comments regarding potential synergy issues as follows:

- business recruitment – the discussion recognized that recruiting new business opening, filling vacant stores and encouraging the investment in developing obsolete and/or available properties was needed for both districts, but was not easily accomplished independently by the individuals districts due to both the cost of the effort and the fragmented district focused approach, rather than a borough-wide, cohesive strategy. Hope was expressed that this effort might be further discussed with the Borough of Fair Lawn with the goal of finding a strategy that could serve all parties.
- marketing – continuing to use the JGSC Market Study as a basis for discussion, several trustees thought that those RRIC/BIC representatives interested in marketing might meet together in 2016 to review the study and further pinpoint areas and strategies that could be focused upon
- cooperative advertising – those who participated in the discussion reviewed the RRIC’s recently developed joint advertising NJMG program and supported the program while recognizing that print newspaper advertising was not only a declining national marketing strategy but also was declining for Fair Law
- zoning – continued to support both district focused and shared zoning discussion based on the BIC’s Vision Plan and the RRIC’s commitment to updating its River Road Master Plan, now renamed, the River Road Strategic Plan.
- preparing for the future leadership, new trustees – with the maturing of both the RRIC and the BIC, the aging of its leadership and the difficulty in recruiting new leadership, all agreed additional effort must be made as well as investigating new strategies that leverage the leadership, staffing and economies of scale that having two strong SID’s in Fair Lawn offers.

- Continuing and planning for the administrative transition that will result from Don's approaching retirement at the end of 2017.

These suggestions will be shared with the RRIC, and all in attendance agreed that a second joint meeting of the two boards should be scheduled for later in the year to continue this discussion.

President/Administrators Report

Bob and Don noted the following:

Development/Redevelopment/Planning

Zoning/Planning: Mark reported that the SID Presidents (Bob and Richie), Don and he concluded a successful series of three informal meetings with the Fair Lawn Planning Board Master Plan Subcommittee. The Subcommittee used our "cheat sheet"/Executive Summary as its agenda. Overall result was concurrence on about 90% of the SID proposals.

Per Don's direction, Mark prepared a revised cheat sheet and back-up detailed letters to reflect consensus from the three meetings. Don handled out this document dated 12-16-15 to trustees with the request to contact Mark if they have any questions. The document will be forwarded to the Planning Board Subcommittee immediately after the early February RRIC meeting. Then the Subcommittee will next discuss the materials with the entire Planning Board.

NJT Viaduct Electric: Mark noted that Jim Van Kruiningen updated him that wiring for the eastbound scone under the Broadway train viaduct has been completed by DPW staff; it now awaits PSE&G to make a connection at the pole. Next step will be for DPW to wire the westbound scone.

Streetscape Design: Mark had placed several calls to Borough Engineer Ken Garrison to determine the current status at NJDOT of Borough design plans for the pedestrian bump-outs planned at the Broadway and 30th Street intersection adjacent to Warren Point School. Don opined that it is time to escalate this issue again, since former Commissioner Fox's commitment to liberate these plans was not honored.

Viaduct Logo Project: Mark described a project to paint a Broadway District logo on an unused surface of the Broadway train viaduct. This project had been deferred by the BIC Board two years ago.

The logo could be painted, along with a refreshment of the green undercoat, for a total cost of \$9,300 in 2013 dollars. This amount includes the paint contractor, NJDOT flagmen (required by union agreements) and an NJDOT lane closure permit. Project would require Fair Lawn traffic control.

Don offered to raise the funds needed for this effort. He asked Mark to advise on the steps necessary to advance the project.

Operations/Maintenance

Maintenance/Operations

- Continue CDS/Chris Bernardo maintenance services from April through December for weekly service - \$15,000 annually. (*approved*)
- Engage CDS/Chris Bernardo – Joint RRIC/BIC Communications Proposal at \$416.66/month - \$5,000 annually from January through December (including monthly district visits January through March) (*approved*)

Marketing

Website & Public Relations Services

- Continue Muse hosting & monthly maintenance updates of website in 2016 allowing posting of information of district importance at \$250/month - \$3000 annually (*approved*)
 - Discontinue Muse Public Relations 2016 agreement at \$1,000/month - \$12,000 annually (*approved*)
- Advertising

- Cooperative Advertising Strategy
 - Sample Layouts with BIC/RRIC. Don reported that the RRIC reviewed copies of potential layouts for BIC back page and RRIC middle fold page provided to all for review/discussion with the RRIC supporting both the sharing of the RRIC middle page with BIC and the sharing of the back page with BIC –and the BIC trustees decided to approve the joint cooperative ad campaign as discussed and offered.
 - Discussing coop ad and other strategies to promote destination visitation and district businesses, and authorized further such exploration.
- Joint Marketing/Advertising/Special Event Calendar
 - 2016 Initiate Event Planning/Schedule – While all supported the planning and holding of the BIC’s first public special event, given the planning needed for such a first time event, and the recognition that the 2016 simply didn’t offer enough time to plan the event especially if it were held in the Spring which was the period the board preferred it be held, a consensus emerged that the BIC Health Fair should be deferred to Spring 2017 to provide for more preparation. Don noted he will have a budget for this event by this September }

Administration

BIC & RRIC 2016 Borough Liaison Appointments

All received a copy of the Borough Resolution which reflected the reappointment of the respective Borough Liaisons – Kurt Peluso for the BIC and Lisa Swain for the RRIC – for 2016.

Annual Meeting Thursday March 10, 2016

Reappointment of Class ‘B’ Trustees: Berke, Godfrey, Hochkeppel

The trustees noted that they would accept reappointment for a three (3) year term at the Annual Meeting in March.

Nomination & Election of Officers

The trustees noted their support for the current officers to be reelected for another one year term at the March Meeting as follows:

- President – Bob Beshlian
- Vice President – Craig Kerbekian
- Treasurer- Dan Berke
- Secretary – Rich Noorigian

Minutes of the November 12, 2015 Board of Trustee Meeting

The November 12, 2015 Board of Trustee Meeting Minutes were accepted as presented.

Financial/Audit/Insurance

December 31, 2015 Financial Statement All received a copy of the December 31, 2015 Financial Statement which was accepted as presented.

December 31, 2015 Balance Analysis

All received a copy of the December 31, 2015 Balance Analysis as follows:

DECEMBER 31, 2015 BALANCE ANALYSIS		
CATEGORY	AMOUNT	NOTATION
Balance 12/31/15	\$ 21,514.62	Balance 12/31/15
Accounts Receivable 12/31/15	\$ 1,200.00	Co-op Ads
Total Revenue/ Funds 12/31/15	\$ 22,714.62	
Accounts Payable 12/31/15 *	\$ 7,890.00	Various - See AP 12/31/15 Synopsis Below
Total Accounts Payable 12/31/15	\$ 7,890.00	
Total Adjusted Balance	\$ 14,824.62	Total Revenue/Funds + A/R - A/P
Total Balance Appropriated to 2016 Budget	\$ 13,500.00	Obligated/Appropriated to 2016 Budget
Total Unobligated Free Balance 12/31/15	\$ 1,324.62	Total Unobligated - Free Balance
Accounts Payables *		
	Viaduct Lighting Project	\$ 1,000.00
	Borough/Engineering	\$ 4,000.00
	NJMG/Dec Co-op Ad	\$ 1,650.00
	Planner Services/Steck	\$ 750.00
	TOTAL	\$ 7,890.00

Weinstein & Weinstein 2015 Audit/Tax Return/CRI Services

Weinstein & Weinstein will be providing the professional services for the completion of the 2015 Annual Audit, Tax Return and CRI filing at the same rate as the prior year.

January 14, 2016 Financial Statement & Voucher Register

The reports were accepted as presented.

Borough Liaisons Reports

Kurt Peluso reported that there are no issues with the revised recycling program and that the EDC/NJT Report should be released in February.

Jim Van Kruiningen reported that the budget cycle is as previously noted and that the process should be complete by mid February.

Other Business

December 2015 Web & Public Relations Report

All received a copy of the December 2015 Web and Public Relations report prior to the meeting by email and a copy was provided to all in their packets.

Next Meetings

Executive Committee Meeting: Thursday, February 11, 2016 at 10:00 AM at Bob Beshlian's Office

Board of Trustee Meeting: Thursday, March 10, 2016 at 7:00 PM at the Fair Lawn Community Center Card Room

Public Comment

There was no public comment.

Adjournment

The meeting adjourned at 9:06 p.m.

Respectfully submitted,

Rich Davis