

Board Meeting
Bergenfield S.I.D. Inc.
November 20, 2017
6:07 pm

1. Call to Order:

Present: Galo Griljalva, Michael Hubschman, Tommy O'Reilly, Robert Russo, Mayor Schmelz, Cindy Sporel, Bill Tompkins

Absent: Corey Gallo, Joe Hakim, Sam Matthews, Councilman Marte

Staff: Stuart Koperweis, Kurt Schwartz, Taryn Rosell

2. Minutes: Minutes of the September 18 and October 16, 2017 were reviewed.

Motion to accept minutes: Mayor Schmelz / C. Sporel - Approved

3. Public Session: No public attended

4. President's Report:

- Board membership: Kailasha Gupta noted she would like to join, will attend next meeting.
- Would like to get bios for board members to add to website.

5. Treasurer's Report:

- P & L given to each member
- Balance a little over \$58,000
- New account opened with NBE
- Overdrawn in the old Investor's account due to opening of new account and late checks.

6. Old Business:

Economic Development Strategists, LLC Agreement: Need to review with other member not present prior for the decision to be made.

7. Executive Director and Committee Reports:

Administration - Banking:

- New bank account at NVE is set up and operational. Will leave funds in Investors for another 2 months to cover any outstanding checks/charges.

Operations –

- Hometown Heroes: great success, Mayor was present, veterans were very grateful for the acknowledgement
- Holiday lights and decorations: Owner of plaza is unsure if lights can be hung due to lease agreements, possibly move to the corner by Roy Brown Elementary; Stuart will clarify with owner

Events –Halloween/Food Crawl:

- Roughly \$18K spent
- Food Crawl: most flyers had 15 - 18 stamps
- Kurt will send Taryn Food Crawl analytic report to add to Food & Fright PowerPoint
- Tommy said he had more lunches than dinners
- Galo got at least 10 new customers
- Mayor: patrons want to make it longer because it was too hard to eat at all 27 places in 6 days or split it into week 1 and week 2
- Next year replace balloon artist with another face painter
- Bill saw less kids trick or treating in his store during the Trunk or Treat because people thought you could only trick or treat at the vehicles
- Need to increase Instagram followers

Marketing –

Holideals:

- Being marketed online as a phone app
- Budget for boosting posts: \$500 for 2 weeks: Motion: T. O'Reilly/C. Sporel - Approved
- Holideals flyer to go in e-blast

Another Parade:

- Town loved the parade and would like to have another in some form
- Not enough time to have a holiday parade, possibly a parade for the 4th of July
- To be discussed at next marketing meeting

8. New Business:

- Nominating Committee – decided was not needed at this time
- 2018 Budget
 - Needed to move money from economic development category and add to marketing/events category

- We need to have at least \$112,000 in marketing and events to cover programs and contracts for delivery (Direct Development and MyTown)
 - There may be 15K-25K rolling over into 2018
 - Using these figures we are over by 19K for 2018 (using \$25k for draft)
 - Mayor / Council want more events for 2018
 - Consequently, considering raising total budget to 192K
 - Stuart will review and draft revised budget reflecting \$192k assessment to deliver services as outlined
 - Board needs to approve by end of year and forward to Council January 2018
- Assessments
 - Multiple property lists, unknown which is the correct lists
 - Zoning 4 A, B, C categories for commercial, industrial and business should all be included
 - There is no set assessment policy for the SID; using same budget number for past several years
 - 2018 Assessment is \$162,000
 - Stuart will meet with Borough to review assessments for 2017

Meeting Adjourned: Motion T. O'Reilly/C. Sporel 7:07PM

Next Meeting Date: December 18, 2018