

**Board Meeting
Bergenfield S.I.D. Inc.
April 16, 2018**

1. Call to Order: 6:08PM

Present: Michael Hubschman, Corey Gallo, Robert Russo, Tommy O'Reilly, Mayor Norman Schmelz, Cindy Spoerl, Bill Tompkins

Absent: Stephanie Dello Russo, Galo Griljalva, Councilman Rafael Marte, Sam Matthews

Staff: Stuart Koperweis and Taryn Rosell

2. Minutes: Minutes of the March 19, 2018 were reviewed

Motion to accept minutes: C. Spoerl/R. Russo - Approved

3. Public Session:

Motion to open public session: C. Spoerl/Mayor Schmelz: 6:09pm. T. O'Reilly asked each to introduce themselves, including board members.

Public Present: Mary DeMauro, Ray Gorman, Kailash Gupta, Joseph Shade

Motion to close public session: C. Spoerl/Mayor Schmelz: 6:15pm

4. Chairman's Report:

Update – Board Membership: Going to make effort to fill vacancies on the board in upcoming months. Will discuss board vacancies at Stakeholder meeting on May 21. **Key Smart Program** has gone out through the neighborhood.

5. Treasurer's Report:

P & L, March's Balance Sheet – Opening balance of \$22,240.86 plus a check of \$40,500 from borough, less expenses for month of \$6,459.93 leaves a closing balance of \$54,480.93. **Need to see why check number 1005 for \$1,800 to Synergy has not cleared.**

6. Old Business

- 2018 Budget – Update – Hearing March 20th - 2018 budget was approved.
- Holiday Lighting + Tree and Menorah – In past years, Bergenfield has leased from Rileigh's for the holiday season. However this year Rileigh's has decided not to continue with lease program. If we want to stay with them we would have

to purchase all items. And, if we purchased the Holiday Tree and Menorah would have to be stored and refurbished which would be an additional cost. We have gotten a quote from another vendor (Design Decorators) for both a 1 year lease as trial and a 3 year lease programs. S. Koperweis is getting sample of snowflake to review. **Finalize at next meeting.**

Motion not purchase or to lease holiday tree and menorah and seek new vendor:
M. Hubschman/C. Spoerl - Approved

7. Executive Director and Committee Reports:

- Administration – Stakeholder Meeting: Discussion as to place – Library, Borough Hall, Cooper’s Pond. It was agreed that Tommy Fox’s has the best space. Meeting date set for May 21 at Tommy’s at 6PM. Also discussed options of RSVP and or registering to get email addresses; determined would not be possible.

- Operations – Updates: Cleaning, Planting, Banners

Greenleaf: Met with Board of Education to see if we could utilize four I.E.P. students to help with the plantings in the beginning of May. Awaiting confirmation from School if possible this year, due to timing. Would be a win/win.

- Events – Key 2 Spring Retail program: May 10 – May 18, with Treasure Chest opening event on May 19. Each business will offer a key upon purchase during the promotion period. Everyone with a key will get a chance to open the treasure chest on May 19. Over \$1,000 in gift cards in chest. There are approximately 30 keys to open chest. Discussed and approved to close off Bedford Street to hold Chest opening. Will look into borrowing or purchasing tent. There is a \$3500 budget to promote. **S. Koperweis will send written request to Borough. Will need to find location in case of inclement weather.**

8. New Business

- *Direct Development, LLC – 2018//2019 Contract**

Motion to renew 2018 contract: C. Spoerl/B. Tompkins - Approved

- **Facebook:** Discussion on whether to have open or closed page regarding like/tagging. Issue is if prevent from like/tag defeats purpose of getting message out and expanding. We cannot control who likes and then resends. Item will be revisited at Stakeholder meeting.

- **The NY Times:** C. Gallo and S. Koperweis met with Jay Levine to discuss Bergenfield. They will be featuring Bergenfield in the Real Estate: Living In section of The NY Times on April 29: to post on FB and website.
- **Garden Club:** Joe Verga: Making an effort to have Bergenfield certified as a “Green” town. T. O’Reilly will continue working with Garden Club on “shop local” to get Bergenfield certified.

*** Denotes Action Item**

Meeting Adjourned: Motion M. Hubschman/R. Russo - 7:02PM

Next Meeting Date: May 21, 2018