

Board Meeting
Bergenfield S.I.D. Inc.
August 11, 2017
6:00 pm

1. Call to Order: 6:05 pm

Present: Corey Gallo, Galo Griljalva, Tommy O'Reilly, Robert Russo, Cindy Sporel, Stephanie Waterman, Mayor Norman Schmelz, Ed Volmer

Staff: Stuart Koperweis, Taryn Rosell

2. Minutes: Minutes of the July 17, 2017 were reviewed.

Motion to accept minutes T. O'Reilly/Gallo APPROVED

3. Public Session: No members of public attended

4. President's Report:

Update – Board Membership: To be determined at future meeting

5. Treasurer's Report:

- No bank reconciliation/does not have bank statement yet
- P & L, Balance Sheet – July reviewed
- \$71,369 in bank to date

6. Old Business

Stakeholder meeting –

- It was decided that the Stakeholder meeting should take place in the fall, approximately mid October. How invitation will be distributed and how meeting will be announced was discussed. Some ideas were: place an ad in the newspaper for stakeholders only, pass invitations out by hand or send out emails. Whether the meeting will be invitation only or open to the public was also discussed. The invitations will include an RSVP. The meeting will take place at the same time as the October board meeting with the location still to be decided.

Street fair - Committee Report:

- Decided at July 5th meeting that there was not enough time to put event together and will put the resources toward the Halloween event instead. Members are reviewing past minutes for full details on decision. A final decision could not be made as not enough board members were present.

MyTown Proposal - Balance of year programs:

- In progress/members reviewing past minutes – need follow up
- E-vote for the MyTown Proposal - will send to all members.

Economic Development Strategists, LLC – Agreement – Hold/Carry forward.

7. Executive Director and Committee Reports:

Administration - Banking:

- Board voted to change banks – S. Koperweis to follow up

Operations – Banners for Veterans Project:

- S. Koperweis met with veterans: “Local Hero’s” organization. The GBDA banners will be taken down and switched with Local Hero’s in late October/mid-November. The GBDA banners will go back up for the holidays.

Events – MyTown – Retail Promo – Advertising: (not discussed as Kurt wasn’t in attendance)

Marketing – Website, Facebook: need to send to board to encourage them to “Like” the Go Bergenfield Facebook page.

8. New Business

- **Trunk or Treat:**

- Date proposed: 4-6pm on Saturday November 4th. The Trunk or Treat is currently run by the PTA in the parking lot of each elementary school. The GBDA would prefer to include in Halloween event instead of having schools host an individual event to include everyone in one event.
- C. Sporel is going to inquire with the PTA for more details and possible arrangements

Other – None

Meeting Closed: 6:52pm

Next Meeting Date: August 21, 2017