

Minutes

Bergenfield S.I.D. Inc.

February 7, 2017

Present: Michael Hubschman; Grijalva Galo; Tommy O'Reilly; Robert Russo; Arnold Rosen;

Absent: Corey Gallo; Joe Harkin; Mounir Matar; Sam Matthews; Mayor Norman Schmelz; Bill Tompkins

Staff: Stuart Koperweis

Call to Order:

6:15 by President **R. Russo**

Minutes:

January 24, 2017. MOTION: T. O'Reilly, R. Russo – Approved.

Public Session:

There was no public present.

President Report:

R. Russo – referenced the current board vacancies and asked **S. Koperweis** how his outreach went with Marty Dubno and Mary DeMauro. **S. Koperweis** told the board that both individuals want no part of the SID and would not participate. They were very negative and would not elaborate.

Treasurer Report:

S. Koperweis reviewed the P & L and balance sheet for 12.31.16. There is currently \$54k in bank; thus it looks like there may be about a \$27k balance, pending any expenditures not invoiced as of now. He will send copy to all.

Old Business:

Budget / Work Plan

The board discussed several elements that should be addressed, in particular the negative image of the BSID that is viewed as a structural issue at this time. There needs to be a push to work with stakeholders and retailers. To this point **S. Koperweis** suggested the utilization of a marketing group that works exclusively to develop and promote retail events; as well as a marketing firm to assist with public relations. As time is of the essence, **he will contact and set up initial meetings for presentations to board in April.**

One item that was suggested is to do a "food" event on night in October on the street or a two week long event promoting diversity of food in Bergenfield.

Regarding visual improvement deliverables for 2017 it was recommended the look at the tree pits and pavers; also pedestrian crossing signs and or crossing guards.

S. Koperweis will look into the types of grants that were issued in the past to get a handle on what was done and for whom.

The New 2017 budget will be introduced on February 7th and the hearing for March 7th.

Executive Director and Committee Reports:

IRS –late filing fee for 990 reports is still open.

New Business:

Auditor Engagement letter has been received for 2016. Motion to approve engagement of Spire Group for 2016 audit: T. O'Reilly, G. Galo, Approved

Meeting was adjourned: 7:06pm: G. Galo, T. O'Reilly

Next meeting date: March 7th, 7pm – prior to budget Council hearing; place TBD