

Minutes
Bergenfield S.I.D. Inc
May 30, 2017

Present: Michael Hubschman, Corey Gallo, Tommy O'Reilly, Mayor Norman Schmelz, Stephanie De La Russo.

Absent: Bill Tompkins; Mounir Matar; Sam Matthew; Galo Griljalva; Robert Russo; Joe Hakim.

Staff: Stuart Koperweis; also members of Direct Development and MyTown Marketing.

Call to Order:

5:47PM by Secretary **T. O'Reilly**. He noted that A. Rosen has officially resigned from the board due to time constraints, but offered to be available for advice when needed. Since several members were not present and we need to move certain items, it was decided to have an electronic email vote for those items requiring necessary action. **S. Koperweis** will submit an email to all board members with specific information for each motion. **See attached email vote tally.**

Minutes:

Minutes of the April 25th meeting were reviewed. Motion by **M. Hubschman/Mayor Schmelz**
E-VOTE

Public Session:

There was no one from the public present.

Treasurer Report:

P&L, Balance Sheet - March & April – Report provided by **S. Koperweis**; and reviewed 2016/2015 audit. He will deliver copy to clerk's office for records; and follow up with Borough Administer regarding assessment voucher.

Secretary **T. O'Reilly** motioned, **M. Hubschman** seconded. **E-VOTE**

Old Business:

Stakeholder Meeting: It was decided that this is something that should be accomplished to bring all stakeholders up to date on activities. It was suggested to hold this in September (need date and place) and send a direct mailer in advance of the meeting. **We will also focus the meeting on Social Media as outlet to promote business, utilizing Direct Development and MyTown.** **Mayor Schmelz** offered to hand out mailers throughout the district.

Sidewalk Sale/Street Fair: It was confirmed that this event is actually a Street Fair and should be held June of 2018, with a focus on food, film & art. **A Committee needs to be set up** for this event; and to work on all future events, including the stakeholder meeting. **S. Koperweis** will send out email to board for volunteers. Also the event needs to be put into next year budget.

Executive Director and Committees:

Administration – **S. Koperweis** noted that we need to set up a bank account in Bergenfield.

Operations – Discussed the fact that though all agreed to hold meetings on the last Tuesday of the month at 5:15pm, attendance is very poor. Suggested we go back to **the third Monday of the month at 6:30 pm.** Will notice board.

Events- **MyTown** put together the sticker program, involving 50 businesses within the district. Each business will distribute their own flyers and distribution will begin on June 4th, with the kick off promo to be Family Fun Day. The Boy Scouts will hand out flyers throughout the day to parents. It was suggested that the Boy Scouts be paid \$750 total for their work. **T. O'Reilly motioned and Mayor Schmelz seconded. E-VOTE**

Marketing - Direct Development - Chelsea presented packets consisting of the finalized logo design, the Go Bergenfield One-Sheet, which will be distributed at Family Fun Day, the standard email template for mass emails, two press releases for upcoming ribbon cuttings; Abrecea Brazilian Jiu Jitsu Martial Arts & Fitness Academy and Matthew's Diner. Chelsea also reported on **completed items**:

- Finalized Branding Designs - Go Bergenfield District Alliance
- Go Bergenfield About Us One-Sheet flyer
- Creation of Mailchimp Account with new email template
- Creation of new social accounts, Facebook and Instagram
- Social Profiles input into our reporting software, Sprout Social
- First reports will be available at the end of June
- Matthews Diner 50th Anniversary Press Release and Press Pitch
- Karate/Fitness Ribbon Cutting Press Release

Still pending

- Press Kit for Matthews Diner Event - June 1
- GoBergenfield.com Website - Domain changed and added to Bergenfield account.
- Will take a few dates to fully incorporate.
- Next steps: Create Admin email account
- Create New Landing Page for website
- Press Release and Media Outreach on Sticker Retail Event

Other items included discussion on next MyTown promotion to possibly be on a health care focus. **S. De La Russo** stated that she would like to be involved. **Will need to put together business directory.**

New Business:

S. Koperweis noted that now we are operational and will have full social media access, etc. we need to have office equipment to house all GoBDA files. **Mayor Schmelz** made motion, second by **T. O'Reilly** to purchase computer equipment not to exceed \$2,000. **E-VOTE**

T. O'Reilly noted that **Stephanie De La Russo** would like to join the board, as there are several vacancies; which action will be taken next meeting.

Meeting was adjourned: 6:35PM - Mayor Schmelz, T. O'Reilly

Next Meeting Date: Monday June 19 at 6:30PM