

**Board Meeting
Stakeholder Meeting
Bergenfield S.I.D. Inc.
May 21, 2018**

***As part of Stakeholder Meeting the following took place**

1) Call to Order: 6:06

Present: Corey Gallo, Mike Hubschman, Councilman Marte, Cindy Sporel,
Tommy O'Reilly, Rob Russo, Mayor Schmelz, Bill Tompkins

Absent: Stephanie Dello Russo, Galo Griljalva, Sam Matthews

Staff: Stuart Koperweis, Taryn Rosell, Erica Parker, Kurt Schwartz

***2) Minutes:** March 19, 2018, revised and April 19, 2018:

Motion to accept minutes: C. Sporel/M. Hubschman - APPROVED

**Stakeholder Meeting
Open: 6:16PM Closed 7:03PM**

Introductions:

Executive Director: Stuart Koperweis, introduced all.

Board Members: Tommy O'Reilly, Mayor Schmelz, Corey Gallo, Mike Hubschman,
Cindy Naylis, Rob Russo

Stakeholders in Attendance: Joe Schade, Ray Gorman, Dave Cassens, Mary
DeMauro, Jessica Latten, Matthew Latten, Barbara Gomes

Review of Retail Programs: Kurt Schwartz, MyTown:

Key 2 Spring: 40 people attended the Treasure Chest opening and there were 8 winners in total. Due to inclement weather the location for the Treasure Chest opening had to be changed to Main Fashion Optical. Fifty three businesses participated in the event. Community and businesses enjoyed the event but would like for Treasure Chest opening to be for a longer duration.

MyTown runs the retail programs of the Bergenfield SID. As part of their program they also create and distribute the Business Spotlights via email blasts. Kurt explained and encouraged Facebook and Instagram pages for all the businesses as well as social media page design. He let all know that he would be happy to help set up for any business, free of charge.

Update on Borough Projects:

Mayor Schmelz: Discussed the progress that the SID has made throughout the community and the business district. He also touched upon the train through Bergenfield and the desire to create into a commuter line, not just freight.

Corey Gallo, Borough Administrator: Explained that construction is currently in progress on the ADA ramps on Washington Avenue to make compliant. At the same time PSEG is also doing electrical work in the area. There will also be milling and paving all of Washington Avenue during the week of June 24-29; and noted that this cannot be done at night.

Business owners were supposed to have received notice on May 10 of the upcoming construction, but it appears they were not notified. The SID did send out social media blasts and posted on web site. The Borough is paying for the majority of the construction because the county only pays a portion. There will also be construction on Church Street.

The Borough of Bergenfield is also planning to make repairs to Borough Hall and will be moving offices while repairs are made.

Councilman Marte: Discussed the current zoning in town and the plans to improve and allow for higher density and upstairs/downstairs commercial/residential development.

Tommy O'Reilly, Board President: Delivered a brief history of the SID and the focus that the SID has moving forward. He explained the zoning process for the Business District as well as how the SID manages its budget.

Marketing Efforts:

Taryn Rosell, Direct Development: Gave brief description on the current Facebook and Instagram numbers. She also explained how "liking" and "sharing" posts on social media helps the SID as well as the business owners pages. Discussed the website, press releases, email blasts and upcoming events including the Food & Fright Festival and Food Crawl.

There was open discussion throughout the meeting on all topics. Meeting closed at 7:03pm.

Next Meeting Date: June 18, 2018