

**Board Meeting
Bergenfield S.I.D. Inc.
January 15, 2018
Annual Meeting**

6:08 pm

1. Call to Order – 6:08pm

Present: Stephanie Dello Russo, Galo Griljalva, Michael Hubschman, Sam Matthews, Tommy O'Reilly, Robert Russo, Mayor Schmelz, Cindy Sporel

Absent: Corey Gallo, Councilman Marte, Bill Tompkins

Staff: Stuart Koperweis

2. Elections: Officers* (Chairman, Vice- Chairman, Secretary and Treasurer)

R. Russo turned meeting over to Executive Director **S. Koperweis** to conduct elections of Chairman and Vice Chairman.

Motion: G. Griljalva / Mayor Schmelz to nominate T. O'Reilly as Chairman and R. Russo as Vice – Chairman – Approved.

S. Koperweis turned meeting over to Chairman T. O'Reilly.

Motion: R. Russo / S. Dello Russo to nominate G. Griljalva as Secretary and Treasurer – Approved.

3. Minutes: Minutes of the December 18, 2017 meeting were reviewed

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

4. Public Session: No public attended

5. President's/Chairman's Report:

- Update - Board Membership: Noted that the 2017 year in review postcard has a request for participation on the board. Postcard will be sent to over 800 stakeholders.
- Due to lack of response from board member J. Hakim's (expired term as of 12.31.17) to be reappointed to the board his position now is declared vacant. This now leaves four seats vacant; with one being either a property or business owner, and three being business owners.

6. Treasurer's Report:

- P & L: December's Balance Sheet - was given to each member for review. The budget balance as of 12/21/17 is \$12,090.00. A voucher has been submitted for 4th quarter assessment. Once this

is deposited it is anticipated there will be a carryover of roughly \$30,000.00, after all open invoices for 2017 are paid.

7. Old Business

- 2018 Budget – Introduction for 2018 budget is January 16th at 8pm. A report outlining the 2017 accomplishments and a cover letter for the 2018 budget was also sent to council.

8. Executive Director and Committee Reports:

- Operations – Update for 2018 will take place in March.
- Events - HoliDeal results: Taryn Rosell (Direct Development) sent a PowerPoint of social media and e-blast analytics following the December meeting. She is currently composing a PowerPoint of final analytics and including Kurt's MyTowns') comments and results. To be discussed further at February's meeting prior to Board meeting.
- Marketing - Flyer/ Postcard will be sent to stakeholders (800 +) as noted. To be discussed further at February's meeting prior to Board meeting.
- Website is currently being updated with 2017 meeting minutes and press releases; and bios of each board member will be added once received. The GoBergenfield Facebook page is still encouraged to be "Liked" continuously and the GoBergenfield Instagram page has grown to 65 followers.

9. New Business

- Marketing meeting for 2018 to be discussed before February's meeting at 5pm
- Change Board Meeting originally dated February 19, 2018 to February 26, 2018 due to holiday.
Motion Mayor Schmelz / C. Gallo - Approved

Meeting Adjourned: Motion T. O'Reilly/C. Sporel - 6:27PM

Next Meeting Date: February 26, 2018