

**Bergenfield Special Improvement District**  
**STAKEHOLDER MEETING NOTES**  
**OCTOBER 16, 2017**  
**6:30PM**

Presentations were made to attendees by Mayor Schmelz, Business Administrator Corey Gallo, Bergenfield Special Improvement District Ex. Director Stuart Koperweis, Direct Development Public Relations/Marketing Erica Parker and MyTown programs Kurt Schwartz

**Welcome and Introductions**

**S. Koperweis** introduced himself and board; went around room all introducing themselves and their business. **S. Koperweis** stated that the SID currently has a \$162,000 budget, divided into Marketing, Visual/Capital Improvements, Operations and Administration. The work plan follows these areas and will be discussed further.

**MAYOR SCHMELZ**

- Fixing the handicap ramps around town
- Hosting the Food and Fright Festival
- Making a great effort to bring the town of Bergenfield and the Special Improvement District together
- Explained how it currently takes a great amount of time for a new business to open and that the SID is working to create a process that “streamlines” business openings
- Also working to mix residential and commercial properties in the downtown area of Bergenfield
- Example: Foster Village
  - Wanted to facelift the entire property
  - Because of the SID, improvements were made quickly
  - Now have a plan to bring in more stores

**COREY GALLO**

- Explained the repaving of the roads around town and how they are working with the utility companies so that roads aren't continuously ripped up
- Have met and spoken with multiple businesses about their windows meeting specific requirements
- Told the attendees that it would be much harder to revamp the town if there was no improvements district and that the Mayor and council are working hard to bring “uniformity” back to the town

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**ERICA PARKER**

- Showed examples of everything team has done to date including: press release, e-blasts, social media posts, branding, graphic designs, advertising for Food and Fright Festival
- Gave handouts with examples of all work for attendees to take home
- Explained what future goals were for Marketing and Public Relations - get the word out

**KURT SCHWARTZ**

- Showed the Food Crawl Passports and announced that 4,000 flyers have been printed
- Gave businesses sheet with Facebook page instructions for the Food Crawl
- One side of the passport has the list of the deals and one side is the stamp section
- “HolidayDeals” – New Promotion to kick off Thanksgiving weekend. Passed out sign up flyer to the attending businesses and explained the Holiday Retail promotion that will run through the holidays to encourage shopping in the District
- Encourage businesses to include “Bounce Back Coupons” through January

**PUBLIC INPUT**

- **Phil Moon (United Martial Arts):** suggested advertising in Filipino or Chinese newsletters
- **David Cassens (Arista Trophies & Awards):** doesn't think there should be the “HolidayDeals” program because most of Bergenfield is not retail. Would like to switch the direction of two one way streets (Delford & Bedford) because of the long distance you have to go to turn around; and the traffic congestion caused by the elementary school. Also suggested putting in solar lit crosswalks
- **Linda Hruska (A Big Discount Warehouse):** very upset about parking being removed from Washington Street as it has negatively affected her business and the senior citizens in the town and wants parking brought back.

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- **Corey Gallo:** addressed Linda Hruska's parking concerns by telling her that they are suggesting multiple parking pilot programs including a valet parking app for Friday and Saturday nights.
  
- **Leo Pflieger (PRG Realty):** informed the SID that they need to implement a Parking Authority, need to bring back "Brick and Mortar" stores and need to establish more parking lots in town.