

**Board Meeting
Bergenfield S.I.D. Inc.
December 18, 2017
6:09Pm**

1. Call to Order: Tommy O'Reilly called to order

Present: Tommy O'Reilly, Mayor Schmelz, Councilman Marte, Cindy Sporel, Stephanie Waterman, Bill Tompkins, Michael Hubschman

Absent: Robert Russo, Galo Griljalva, Corey Gallo, Joe Hakim, Sam Matthews

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

2. Elections: Terms Expiring 12.31.17 - Joe Hakim, Michael Hubschman, Thomas O'Reilly and Robert Russo

- **Motion:** to Re-appoint Michael Hubschman, Thomas O'Reilly, and Robert Russo for 3 year terms: Mayor Schmelz, second B. Tompkins – Approved.
Request S. Koperweis follow up with J. Hakim to determine if he will attend meetings.
- Dates for 2018 board meetings were reviewed, being the third Monday of the month at 6:00 pm. **Motion:** T. O'Reilly, second C. Sporel – Approved.
- Set January's meeting of January 15, 2018 to be the annual board meeting.
Motion: T. O'Reilly, second C. Sporel – Approved.

3. Minutes: Minutes from the November 20, 2017 meeting were reviewed.

- **Motion to accept minutes:** C. Sporel, Mayor Schmelz second – Approved.

4. Public Session: No public attended

5. President's Report: R. Russo was absent, no report.

6. Treasurer's Report:

- S. Koperweis reviewed P & L, noted that the reports will be reconfigured once final numbers are in.
- There will be a \$0 balance once current checks are paid however, when the 4th quarter assessment check comes in there should be roughly a \$30K balance to carry over to 2018
- Lights and landscaping are still outstanding for 2017 to be paid from the 4th quarter assessment.

7. Old Business:

- **Economic Development Strategists, LLC Agreement:** Tommy O'Reilly noted he has reviewed the agreement with others and recommends approval for the term of one year. **Motion:** to approve 2017-2018 agreement. O'Reilly, second B. Tompkins – Approved.
- **2018 Budget** discussion regarding funds needed in order to deliver services as board desires and expected by stakeholders. The concern is whether the \$162k assessment is sufficient to achieve the programs set forth for 2018; as well as will there be a \$30k carry over from 2017, allowing for a total 2018 budget of \$192k.

Marketing/Events and Operation/Visual Programs demand a greater portion of the budget. In order to meet the objectives of these Programs it was decided to forego Economic Development programs for 2018 and move those funds into these Programs. S. Koperweis noted that the budget cannot change more than 5% in a year and that budget line items cannot change more than 10% in year. Consequently, several items will be combined into one line items to allow for greater flexibility. **S. Koperweis will redo budget as requested.**

Further conversations surrounded that the SID cannot be successful without the support of the council and town in partnership. Councilman Marte cannot anticipate what the council's decision will be on the budget for 2018. He suggested a meeting in the New Year with Council leadership and S. Koperweis to review prior to introduction. **Councilman Marte will set up.** Introduction meeting should be on January 16 and the budget hearing on February 20.

Motion: Accept 2018 budget of \$192,000 with an assessment of \$162,000 C. Sporel, second B. Tomkins – Approved.

- **Assessments:** Discussion on assessment ensued, where apartment complex is suing the SID, stating that they should not be considered part of the SID as they are residential. However, they not only have commercial offices they also are classified as a "4C" property. It was also noted that another apartment building has not been a part of the SID for 20 years and they should be paying into the SID. **S. Koperweis is reviewing with Borough.**

8. Executive Director and Committee Reports:

- **Administration** – no report
- **Operations**
 - Banners and lights are up; waiting for quote from Reilly's for 2018
 - Church in plaza across from Tommy Fox's were upset that Menorah and Christmas tree holiday decorations were being put up by landlord. They requested that this not

be done via discussion with landlord and S. Koperweis; consequently they were not placed. There was thought of putting elsewhere, but this would have cost an additional \$1,500 so it was not done.

- **Events**

- Holideals: Kurt reviewed program
 - Facebook ads for Holideals ends on December 21
 - Kurt will be getting feedback from business owners this week on Holideals
 - Tommy O'Reilly and Bill Tompkins are uncertain if they have gotten business from Holideals; however, there was a lot of activity.
 - It was noted that the business owners need to push Holideals more "in the moment" at the retailer level and should be handing out form with every visit.
- Kurt: suggested possibly doing a "Treasure Chest" prize campaign that he has done in other districts. S. Koperweis noted this was successful in other towns. Every time someone purchases a deal, they receive a key that will potentially open the treasure chest on a certain day. Could possibly launch Treasure Chest campaign during Holiday in the Park event.

- **Marketing**

- Old Instagram account to be deleted at end of year, however will keep posting "we moved" graphic on old Instagram account until then; now up to 57 followers from 12.
- Analytics PowerPoint on Holideals was reviewed by Direct Development and will be sent to S. Koperweis to forward to board members. There were 3 email web blasts and 2 Facebook ads.
- Upcoming Social Media Campaigns: Taryn of DD suggested doing social media and eblasts on "New Year's Resolutions for Small Businesses" month, "Be Kind to Your Server Month" and "Get to Know Your Customers Day"
- Reminder to all board members to send brief bio along with picture for web site.

8. New Business:

- My Town 2018 Proposal:
 - Reviewed; suggested that there needs to be a "sign off sheet" when going to businesses with promotions to confirm visit, as many businesses say they were never approached for campaigns; which is not the case.
 - **Motion:** C. Sporel, second T. O'Reilly to accept 2018 proposal – Approved.

- Direct Development 2018 Proposal:
 - T. O'Reilly noted that DD has made great progress with social and web presence and recommends approval.
 - **Motion:** T. O'Reilly, second Mayor Schmelz to accept 2018 proposal – Approved.

- Gates/Riliegh's/Greenleaf – Review of 2018 program – Hold until January.

- Solicitation by Library to have SID advertise for their 100th commemorative Journal. A discussion took place and it was decided that the SID could set up a sponsorship policy; however taking out advertisements would not be fiduciary.

Meeting Adjourned: Motion C. Sporel, Second T. O'Reilly – Approved 7:27pm.

Next Meeting Date: January 15, 2018 at 6PM, Marketing meeting to start at 4:30PM