

Minutes

Bergenfield S.I.D. Inc.

April 25, 2017

Present: Joe Harkin; Michael Hubschman; Corey Gallo; Galo Grijalva; Mounir Matar; Tommy O'Reilly; Arnold Rosen; Mayor Norman Schmelz;

Absent: Sam Matthews; Robert Russo; Bill Tompkins

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

Call to Order:

6:08 by Secretary T. O'Reilly. It was suggested that we all introduce ourselves so the guests knew who was who.

Minutes:

March 30, 2017. MOTION: C. Gallo, T. O'Reilly – Approved.

Public Session:

There were was no one from the public present.

President Report:

T. O' Reilly – discussed setting up a meeting schedule for the balance of the year. Suggestions were to alternate times from morning to afternoon and evenings in order to accommodate everyone's schedules. After going back and forth as to what would be the best for the most people it was decided to make the meeting day the last Tuesday of the month at 5:15pm. It was acknowledge that some may not be able to attend, but hopefully they could occasionally. MOTION: M. Hubschman; T. O'Reilly – Approved. **S. Koperweis** will send notice to Borough and Twin Boro.

Treasurer Report:

S. Koperweis noted that the bank statement just arrived and was not able to enter items and reconcile; will do so next month. Current balance is \$25,000.

Old Business:

Budget: The New 2017 budget was approved. **C. Gallo** gave an update on the upcoming assessment to be sent out. There will be a credit issued due to overcharges from 2013 and 2014; which was uncovered in 2015. As there was no assessment in 2016 it is being addressed now. A letter will be sent out with the assessments explaining the credit as well as stating what programs the BSID will be working on this year. **S. Koperweis** will draft and send to **C. Gallo**. It was suggested that we hold a Stakeholder meeting within the next few months.

Executive Director and Administration:

Operations – S. Koperweis followed up with all contractors for 2017. See New Business.

Events – **MyTown** put together a program for June. It is a **bingo card/stamp promotion** to visit as many retailers in district, where each card filled will be eligible for prize; similar to a Treasure Hunt. Kurt from MyTown reviewed the details and showed mock-up of card and poster:

1. Visit all retailers – sign up – Flyers, plus intro letter – S. Koperweis will send
2. Get gift certificates – for winners via raffles from each card filled out
3. Businesses should place their own stickers on the cards they give out, so they can promote, ie food delivery, etc.
4. Develop a “Bounce Back” coupon
5. Bonus Box – to encourage visits to “fringe” locations; if stamp those locations card goes into “special award/certificate” – color code by grouping zones
6. Drop off locations – 3 or 4 places, professional offices to encourage visits
7. Each card will require participants email, town and telephone number for data collection
8. Utilize senior citizen locations and library for flyers
9. Dates for program are June 8th through July 3rd

The kick off for the promo will be FUN day, and the BSID will have a tent. Need to get local kids, scouts/ troops to hand out to parents. During day rides, etc till 4pm; then from 6 – 9pm picnic and fireworks. Need to be pro-active. Suggested we get banner and possibly giveaways.

Sidewalk sale concept was presented by Kurt. However what actually the Council and Mayor are looking for is a Street fair: close the street, set up vendors + local businesses, blow up rides, etc. A long conversation took place regarding the feasibility of doing such an event this summer.

If close street, where: SID is bigger than Clinton to Main. This used to be handled by the Chamber for this reason and the SID provided funding to support.

Another possible option could be for all retailers to do either inside or out, with each place having a balloon outside indicating participation. We could put together a map, list of stores, and set up as a “crawl” event.

Kurt will get a feel for what is possible while walking around and getting businesses to sign up for Card program. Follow up next meeting.

Direct Development – Lori presented packets consisting of demographic, marketing options and web site designs. The designs are to create a bold new fresh look for the BSID. They will be used for all marketing materials as well as social media and the web site.

A discussion took place regarding all elements of the web site; especially the use of the GO Bergenfield logo/moniker. The concern is that this seems to indicate that the website is more than just the SID; and this creates confusion as well as unwarranted expectation. Here is a list of concerns and comments from Direct Development.

1. Retaining Bergenfield School Colors for SID (Black, Red and White)

Recommendation: The SID should have its own unique color scheme

Reason: The Bergenfield SID should have its own identity that's highly identifiable and easily distinguishable from other Borough entities and organizations and towns surrounding Bergenfield.

2. Using the Go Bergenfield moniker makes it unclear that this is the Bergenfield SID

Recommendation: Use it, no additions or subtractions

Reason I: Go Bergenfield is a powerful message and there's already a high investment into the name. We should leverage it as much as possible. In regards to the website, making sure it doesn't read as a Borough website, the difference in color scheme and design is important to help differentiate it. Bergenfield SID will still be all over the website and language to the effect of "This website is operated by the Bergenfield SID [insert short description here] - link: Learn More About Us amongst other things that will help with name recognition.

Reason II: Go Bergenfield is great campaign language. It's progressive and uplifting. To be frank, it will be Direct Development's primary objective to ensure EVERYONE knows "Go Bergenfield" is the Bergenfield SID.

3. "Go BF" is not representative of the town and design is not liked

Recommendation: Will go in a different direction, but a small symbol is needed in the logo

Reason: The ability to have a small logo mark that's easily identifiable in very small sizes helps with instant recognition. We don't have to use Go BF

It was agreed that the materials would be sent to all members for review and feedback. **S. Koperweis** will send out and request the following:

Send your input using the questions below to me so I can incorporate into one paper for all to review.

QUESTIONS

- What colors do you like?
- What colors do you dislike?
- Could you imagine seeing the logo on a billboard, on social media or on a poster?
- When looking at the logo, do you believe a bystander would be curious to know more about the organization or campaign behind it?
- Please list three adjectives you want to the logo to embody.
- If your organization/district were a car, what make and model would it be?

Also, need to get Bio's from all board members.

Banking – S. Koperweis will follow up to change account.

New Board Members – S. Koperweis will follow up.

New Business:

Operation Proposals – Gates; Greenleaf; Rileighs proposals were all reviewed.

Discussion on Gates Flag/banners should do all of Avenue; however there are problems with PSE&G poles. It was decided this should be reviewed and expanded.

MOTION: To approve Gates - C. Gallo; G. Galo Grijalva - Approved

Discussion on cleaning service, the areas should be expanded.

MOTION: To approve Greenleaf - Mayor N. Schmelz; M. Hubschman – Approved

Discussion on holiday lights – review.

MOTION: To approve Rileigh's – C. Gallo; T. O'Reilly - Approved

Meeting was adjourned: 7:50pm - T. O'Reilly, C. Gallo

Next meeting date: May 30th