

**Board Meeting
Bergenfield S.I.D. Inc.
“Go Bergenfield District Alliance”
June 19, 2017 - Minutes**

6:30 pm

1. Call to Order/ Roll Call/Announcements

Present: Corey Gallo, Galo Griljalva, Michael Hubschman, Tommy O’Reilly, Robert Russo, Mayor Norman Smelz and Guest Councilman Tommy Lodato

Absent: Bill Tompkins, Mounir Matar, Sam Matthews, Joe Hakim, Stephanie Waterman

Staff: Stuart Koperweis

Meeting Call to Order - 6:31 p.m.

2. Minutes: Minutes of the May 30, 2017* were reviewed.

Motion to accept minutes T. O’Reilly/Gallo APPROVED

3. Public Session: No one present for public session.

4. President’s Report:

Stephanie Waterman has requested to join the board. Motion to accept as part of the board, with term to expire December 2018.

Motion - N.Schmelz/Accept- R.Russo APPROVED

It was announced that Arnie Rosen Resigned for personal reasons, but is available for guidance if needed.

5. Treasurer’s Report:

Current ending balance \$16,118.15

There is \$17,000 in Outstanding Bills, currently sent \$15,000. Voucher/PO submitted for the first and second quarters of \$82,000. This needs to be set up for next Council Meeting.

6. Old Business

Stakeholder Meeting - S. Koperweis asked whether this should take place in the Summer or the Fall. Contacting stakeholders is limited at this time as we do not have a full email list or complete addresses. Kurt will on his visitations get more data to contact stakeholders.

Discussion as to whether the business and/or property owners should be invited. Suggestion

was made to send info in the next tax bill. However, the bill only goes out annually. It was then suggested to do a mailer, but this requires all business addresses.

Suggestion was made to conduct meeting on **September 18th**, the same Monday as the regular Board meeting. Theater was suggested as a possible location. **Time and location to be confirmed at next meeting.** Potential budget for food is to be determined at a later time.

Street Fair – S. Koperweis noted that a committee is needed for the Street Fair, to review options, discuss all aspects and then present to board for consideration and action. **Will set up meeting prior to next board meeting to review; all will be invited.**

Discussion on closing the street for a Fair, with varied opinions based upon past history. Stakeholders in the business district could be potentially alienated by a street closing in a particular section; and it is limiting in terms of participation. The Business District was previously segmented.

Based on feedback from former members, the anti-SID folks had complaints due to the expenditure of SID funds not benefiting all the stakeholders directly; and additionally they competed with outside vendors. This was when the SID managed and funded the Sidewalk Sale/Street Fair directly; however this changed to a sponsorship when the Chamber took it over.

Further discussion was held about potential and past problems of hosting an event of this size. Different dates and times were also discussed. A member of council and the mayor said third-party vendors shouldn't be used; all agreed.

It was noted that an event should be held this year, to ensure support of the council. It could be the type of events that cater specifically for dining, retail stores, and professional services. The challenges of segmenting the promotion events were discussed. **S. Koperweis** iterated a committee needs to be formed to decide the next steps. There should be at least three or four people on the committee. Things such as street closure, when, where and how needs to be determined. Time frame is a concern...potentially could be September 7th.

July 2018 seems to be the best time for a fully planned Street Fair/Sidewalk Sale. However, September 7th is being considered for a 2017 Street Event with the intention of a street closure; coinciding with back to school and car show could be added as the kick off this year. Another retail program will be done before the end of 2017; possibly at Thanksgiving to kick off holidays.

Motion to put \$5,000 towards a 2017 Street Event - T. O'Reily/N.Schmelz - APPROVED

GoBergenfield District Alliance - Doing Business As: GoBergenfield District Alliance is the new identity moniker of the Improvement District, there is no official name change, and there is not amending of the Business Certificate Registration. For all official business the incorporated name remains the same: Bergenfield Special Improvement District, Inc.

Motion to approve GoBergenfield District Alliance as moniker - T.O'Reilly/N/Schmelz - APPROVED

Twin Boro - ½ Page Ad – is \$1200.

Motion to approve \$1,200 ad spend - Gallo/Mike - APPROVED

7. Executive Director and Committee Reports:

Administration - Banking - Bank Account still needs to be set up with a bank in Bergenfield.

Events – MyTown – Retail Promo – Fun Day update - Sticker Event is well received. Additional Sticker Books are being distributed to other locations.

Marketing – Web site is operational. Facebook - More organic likes are needed to run paid promotions. All businesses within the District should be invited to like the Go Bergenfield Facebook page.

8. New Business

Economic Development Strategists, LLC – Agreement - Consider to add in the contract time/hours present within the Bergenfield Business District. **S. Koperweis** to add hours and times. **Will be considered/voted next meeting**

Motion to adjourn: T.O'Reilly/R.Russo APPROVED

Meeting Adjourned: 7:37 p.m.

Next Meeting Date: July 17, 2017