

**B R O A D W A Y I M P R O V E M E N T
C O R P O R A T I O N**

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**Broadway Improvement Corporation
Regular Board Meeting
Fair Lawn Community Center
10-10 20th Street
Thursday November 11, 2010**

Minutes

Attendance: In attendance were Trustees: Bate, Beshlian, Cummins, Frenkel, Godfrey, Guy, Kabrel, and Kerbekian (8) and Borough liaison Trawinski (1)

Unable to Attend: Trustee Tregidgo and Borough liaison Stafford (2)

Staff Present: Smartt and Davis (2)

Welcome & President's Report

Welcome Guests

There were no guests in attendance.

October 14, 2010 District Meeting

The District meeting was noted as very successful and the opinions and considerations offered by those guests in attendance at the October 14th meeting were reviewed and discussed by the Executive Committee at their November 4th meeting.

November & December 2010 Marketing Program: Local & Regional Media Ads

In consideration for the request to have more regional advertising for Broadway businesses by business owners in attendance at the October 14th District Meeting, the Executive Committee determined to provide, on an experimental basis, 4 ads over the next 6 weeks in the Record. The ads will be quarter page color institutional ads that list the names and addresses of all of the 2010 co-op advertisers and drive the reader to the BIC website for \$500 in Broadway Bucks being provided as part of the ad campaign. These ads will cost \$1,250 per ad and will be in addition to the November and December co-op ads being completed in the local media community newspapers that had already been scheduled.

Trustees were requested to forward their comments to Diana Vitrano in terms of the draft ads being circulated. Consensus at this time was that 'Fair Lawn' should be recognizable and prominent in the 'Broadway' ads.

2011BIC Meeting Calendar

All in attendance received a copy of the January–December 2011 calendar which incorporates Executive Committee meetings every month, except August, with the full Board meeting every other month running concurrently with Executive Committee meetings. The April Board Meeting is the Annual Board Meeting as noted.

All trustees are invited and encouraged to attend the Executive Committee monthly meetings.

Executive Committee Meetings	Board Meetings
January 13	January 13
February 10	
March 10	March 10
April 14*	April 14*
May 12	

June 9	June 9
July 14	
September 8	September 8
October 13	
November 10	November 10
December 8	

*Annual Meeting

Board Meetings are scheduled for 7:00 PM at the Fair Lawn Community Center Card Room.

Executive Committee Meetings, in the months there are no Board meetings, are scheduled for 10:00 AM at the offices of Beshlian Properties, 32-05 Broadway.

Elyss Frenkel noted that consideration should be given to recognizing excused absences for religious day observance conflicts as happened this past year on scheduled meeting nights. It was noted by some trustees that it is difficult to manage whose excused absence warrants a special consideration in terms of attendance; religious only, family illness/death etc. It was also noted that a review of the 2011 meeting calendar does not reflect any conflicts with any major holidays or major religious observances.

The calendar was approved for 2011 as presented and will be posted on the BIC website and on the Boroughs meeting web page for 2011.

Administration

Minutes of the October 14, 2010 Board & District Meeting

The Minutes of the October 14, 2010 Board & District Meeting were approved as presented.

EDC BO & CPO Borough Wide October 20, 2010 Meeting - Proposed Dumpster Screening Ordinance – Response to Council

All received a copy of the attendees at the Borough wide Meeting, sponsored by the EDC in cooperation with the BIC and RRIC, which was held to allow business owners and property owners the opportunity to offer comments on the discussion by Borough Council for a proposed dumpster ordinance.

Don noted that the consensus was for enforcement of current Borough maintenance codes rather than implementing a new ordinance regarding screening for dumpsters; a cost that could be prohibitive to the business owners and property owners. Additionally, consensus reflected that CPO's noted that a close working relationship between business owner tenants and property owners was important to resolving these kinds of problems which generated this discussion; garbage dumpsters that are overflowing and in disrepair that distract from the aesthetics of the business community.

Don noted that the BIC and RRIC have the ability to monitor and work with both business owners and property owners in the respective districts as has been noted by resolution of previous concerns identified on Broadway and River Road; this not being the case for the remainder of the commercial districts in the Borough that do not have staff and volunteer trustee assistance in addressing concerns when they arise.

Financial/Audit/Insurance

November 11, 2010 Voucher Register/Financial Report & Balance Sheet

The November 11th financial reports were reviewed and accepted as presented.

2011 BIC Budget – Executive Committee Recommendation

The Executive Committee reviewed a 2011 Work Plan and recommended the following budget to the Board of Trustees for their approval which was unanimously adopted by the Board as presented below:

	2010 Budget	2011 Budget	Increase (Decrease)
1050 - Public Assessments	\$ 118,200.00	\$118,200.00	\$ -
1100 - Public Borough	\$ -	\$ -	\$ -
1200 - Trustee Contributions	\$1,950.00	\$ 1,650.00	\$(300.00)
1400 - Interest Income	\$700.00	\$ 700.00	\$ -
1525 - Cash Carryover Appropriated	\$67,500.00	\$51,000.00	\$(16,500.00)
1600 - Other Income	\$ -	\$ -	\$ -
Total Income	\$ 188,350.00	\$171,550.00	\$ (16,800.00)
2100 - Insurance/ Bond	\$ 350.00	\$ 350.00	\$ -
2110 - All Remaining Contingency/Office	\$ 5,000.00	\$ 5,000.00	\$ -
2200 - Administrative & Advocacy Services	\$ 60,000.00	\$ 60,000.00	\$ -
2300 - Financial Audit	\$2,200.00	\$ 2,200.00	\$ -
2500 - State Filing Fees	\$ 150.00	\$ 150.00	\$ -
Total 2000 - Administration/Operations	\$ 67,700.00	\$ 67,700.00	\$ -
3100 - General Appearance	\$ 2,500.00	\$ 2,500.00	\$ -
3200 - Supplemental Maintenance	\$ 15,000.00	\$ 15,000.00	\$ -
3300 - District Sign & Awning Grants	\$ 5,000.00	\$ 6,000.00	\$ 1,000
Total 3000 - Operations/Appearance	\$ 22,500.00	\$ 23,500.00	\$1,000
4000 - Advertising	\$14,400.00	\$ 15,400.00	\$1,000.00
4040 - Advertising/PR - Implementation	\$9,600.00	\$9,600.00	\$ -
4050 - Website	\$2,400.00	\$ 2,400.00	\$ -
Total 4000 - Promotional Marketing	\$26,400.00	\$ 27,400.00	\$1,000.00
5100 - FLEDC - BIC Trustee Commitment	\$1,200.00	\$1,200.00	\$ -
5200 - Master Plan Implementation - Urbana Consultants	\$12,000.00	\$ 12,000.00	\$ -
5260 - Gateway Sign	\$ 3,500.00	\$ -	\$(3,500.00)
5300 - Broadway Master Plan Implementation - Other	\$ 51,000.00	\$39,750.00	\$(11,250.00)
Total 5000 - Planning Economic Development	\$ 67,700.00	\$52,950.00	\$(14,750.00)
	\$ 4,050.00	\$ -	\$(4,050.00)
Total 7000 - Capital Reserve	\$ 4,050.00	\$ -	\$(4,050.00)
Total Expense	\$188,350.00	\$171,550.00	\$ (16,800.00)
Difference: Revenues vs. Expenses	\$ -	\$ -	\$ -

It was noted that the District Sign & Awning program was increased \$1,000 to \$6,000 with a 1:1 match up to \$750 rather than \$1,000 as previously provided for grants awarded. This will allow the BIC to offer a minimum of 8 grants rather than 5 in a given year.

Borough Liaisons Report

Ed Trawinski provided updates and noted the following:

- the court case regarding the ingress/egress dispute between IHOP and McDonalds
- Borough Budget process for 2011
- Enhancer Signals work by NJDOT at the train station as pursued by the BIC for pedestrian safety
- Borough Master Plan - the BIC Vision Plan to be considered for incorporation into the new Master Plan
- Mac Brothers Developers property (39-60 Broadway) under negotiation for purchase by the Borough as passive park space
- impending Naugle House purchase by the Borough for historic preservation

- settlement of the contract with Fair Lawn Police

Maintenance/Appearance

January – March 2011 Maintenance Program Schedule

The trustees noted that the district should be cleaned on an as needed basis from January through March rather than a set schedule.

Additional RRIC Planters for Broadway

Don reported that the RRIC can provide more planters from the River Road inventory of 40+ planters. David Buchsbaum will work with Borough DPW personnel to relocate several planters in the winter and a few more in the spring from River Road to Broadway locations so that there will be 6-8 planters within the Broadway District by the new planting season in the spring.

Marketing

Market Study Update: Next Steps

November 3, 2010 RRIC Marketing Committee & Market Study Partners Meeting

Final Report in Process

Don noted that following the comments and considerations expressed at the last meeting of the RRIC Marketing Committee and partners to the Market Study on November 3rd, the draft report is in the process of being finalized and printed. The five (5) BIC trustees (George, Dennis, Elyss, Rob and Ed) who had not yet received a copy of the draft of the report were provided with a copy this evening.

Consideration of Recommendations & Follow-Up Actions

The BIC Executive Committee, in a discussion of a follow-up proposal from JGSC Group for 'Business Recruitment' services, does not recommend the participation of the BIC in the services offered by JGSC Group on a Boroughwide basis for a collaborative effort for the commercial districts in the community. Craig Kerbekian offered that the only way in which 'business recruitment' will be effective in the Borough is if there are zoning changes that are implemented to promote the interest of business owners and investors relocating to Fair Lawn.

January BIC & Broadway Business Owners Advertising 'Brainstorming' Meeting

The BIC will host a January 2011 advertising brainstorming meeting with Broadway business owners to have collective thoughts offered in terms of what kinds of advertising would most benefit the business owners and the district. The BIC Marketing/Promotions staff will be in attendance to share their experience and considerations with the business owners and BIC representatives.

Other Business

New Broadway Train Station Signage

David Buchsbaum will take photos of the new NJT provided 'Fair Lawn Broadway Station' signage for dissemination to the Board.

Broadway District Sign

The sign has been fabricated and the sign installer is waiting for PSE&G to mark out the area so that it can be installed. Don notes that the schedule is currently just before Thanksgiving if PSE&G gets the utility mark outs completed in a timely manner.

Vision Plan Recommendations – Sign & Awning and Zoning

Sign & Awning Ordinance (Vision Plan - Appendix C)

The Executive Committee will focus on follow-up implementation of the 'Sign & Awning Ordinance' (Appendix C) of the Vision Plan and the BIC has confirmed the engagement of the attorney, Robert Regan, who worked with the BIC, and specifically Craig, on the writing of the

recommended included ordinance in the Vision Plan to represent the BIC before Borough Council. The BIC is prepared to present this to Borough Council in the early New Year; Ed Trawinski noting that the Council is now and in the near term backlogged with budget discussions for 2011.

Zoning Changes (Vision Plan – Appendix B)

The Executive Committee will also review and determine direction for the engagement of a Planner at the December 9th Executive Committee Meeting to represent the BIC before Borough Council. It was noted that the BIC will first need to further review the original ‘Zoning Changes’ (Appendix B) recommendations as contained in the Vision Plan before final recommendations are made to Borough Council; Ed Trawinski and Don noting that Borough Council will not entertain a piecemeal approach to addressing zoning changes and that the BIC will need to have their entire package of recommended zoning changes ready when it is presented by a Planner and attorney on behalf of the BIC to Borough Council.

Next Board Meeting: Thursday, January 13, 2011 at 7:00 PM at the Fair Lawn Community Center

Adjournment

There being no further business before the Board, the Board meeting adjourned at 8:35 p.m.

Respectfully submitted,

Rich Davis