

SPECIAL IMPROVEMENT DISTRICT OF NETCONG BOROUGH, INC.

NETCONG COMMUNITY PARTNERSHIP

BOARD OF TRUSTEES MEETING

October 25, 2012

6:30 p.m.

Meeting Minutes

- I. Call to Order and Flag Salute
- II. Attendance and Roll Call

	Present	Absent
Ralph Blakeslee	x	
Bob Hathaway	x	
Donna Infantolino		x
Bill Lerman	x	
Joseph Nametko	x	
Vic Pocaroba		x
Kathy Robbins		x
Sharon Still	x	
Wendy Van Why	x	
Brian Yelinko		x
(vacant)		

- III. Open Public Meetings Act Statement

Adequate notice of this meeting as defined by the Open Public meetings Act has been provided by 1) posting a notice of said meeting in the space provided for such announcements at the Netcong Borough Hall on March 19, 2012 and 2) faxing a notice to The Daily Record, the official newspaper of the Borough of Netcong on March 19, 2012.

- IV. Approval of Minutes from Meeting of September 27, 2012
Table until next month

V. Presentation from District Connect (Vince Baglivo & Spencer Baker)

Vince updated everyone on this year's progress and shared information about District Connect. He talked about his background and how he has been happy to work with LEAP. Gave an update and copies of all the stories for this year. He is working on Netcong as a food town currently. Feels a food story will really give a good base and build on businesses from that point. Story for December is all about the Holidays. Vince talked about the website and his mixed feelings it is half done and the goal is to complete that this year. The directory is critical and needs to be done. Talked about patch sites to put the news online. Vince is a registered Patch site poster so he can put all the stories and pictures online directly. Vince is willing to help get sponsors to help increase our budget for social media and marketing.

Bill Lerman asked a question about a Patch site and what it is, Vince explained

Mayor Nametko explained how every business could write his or her own copy.

Ralph Blakeslee talked about Mail Chimp and how we can share information and link to the website. Suggested Vince go onto the Borough website and sign up for the email blast. We need to start using this tool more.

VI. Public Comment

Ralph Blakeslee talked about how a Self Liquidating account works and how.

Ben Dellamo asked a question about updating everything to smartphone and tablet access. He said 67% of people are on these devices. Vince said we could certainly do that it's not a problem but it is expensive.

Ben Dellamo commented on working as a team to engage the community business owners. A plan needs to be put together and presented to the business community at the annual meeting. Ben also could not understand why a professional was not hired or consulted with for the IRS penalty. Ben also said we have a great opportunity in 2014 when the construction is over and we should prepare for that and take advantage of this opportunity.

Dana Brazor Netcong Auto Restorations wanted to know why they cannot get press from NCP, what does NCP do for Netcong and how can she be part of that. Ralph answered by explaining how District Connect partners with NCP and what their role is.

Ben Dellamo talked about the generation Y and how we should market to generation Y they are the largest group of people who are spending money. Suggested we create a committee for this exact topic (Publishing Committee) to work together to put a plan together for 2013 marketing plan. Marketing plan and make the downtown look like a mall presence. Wendy Van Why explained we have that committee and thought it was great.

Dana Brazor said, "Netcong Auto Restoration does a lot of branding through Facebook and social media".

Michael – from Netcong Florist shared with us that he has a website, but not Facebook or Twitter.

Dana Brazor. Owner Auto Restorations on Main Street explained about her business ... www.netcongautoresterations.com. They want to change the sign, wants to get money for the new sign. Paperwork has been submitted and Gina to follow up.

VII. Executive Director's Report

- IRS Penalty
- Holiday Decoration
- Community Reinvestment Act
- Morris County Chamber of Commerce
- Corporate Sponsors
- Budget

VIII. Treasurer's Report

Meeting ran late and no time to report out since we had extensive budget talks everyone was okay with this.

IX. Motion to approve the purchase of holiday lights.

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee			x			
Bob Hathaway	x		x			
Donna Infantolino						x
Bill Lerman			x			
Joseph Nametko		x				
Vic Pocaroba						x
Kathy Robbins						x
Sharon Still		x				
Wendy Van Why		x				
Brian Yelinko						x
(vacant)						

X. Motion to approve the 2013 Annual Budget.

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee			x			
Bob Hathaway	x		x			
Donna Infantolino						x
Bill Lerman			x			
Joseph Nametko			x			
Vic Pocaroba						x
Kathy Robbins						x
Sharon Still		x				
Wendy Van Why			x			
Brian Yelinko						x
(vacant)						

XI. Approval of Bills List (attached)

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee			x			
Bob Hathaway			x			
Donna Infantolino						x
Bill Lerman	x		x			
Joseph Nametko			x			
Vic Pocaroba						x
Kathy Robbins						x
Sharon Still			x			
Wendy Van Why		x	x			
Brian Yelinko						x
(vacant)						

XII. Committee Reports

A. Executive Committee

Administrative Issues, Insurance, Accounting, Establishes Committee Budgets, and Yearly Audits

Vic Pocaroba
 Brian Yelinko
 Donna Infantolino
 Gina Thomas

B. Finance Committee

Budgets, Grants, Revenue Building

Kathy Robbins - Chair
 Bill Lerman
 Donna Infantolino
 Gina Thomas

C. Special Events Committee

Farmers Market, Netcong Day, Holiday Events and New Events

Sharon Still - Chair
 Brian Yelinko
 Donna Infantolino

Gina Thomas

D. Publishing Committee

*Website, Directory, Community Calendar, Street Map including Events
Locations, Social Media*

Wendy Van Why – Chair

Sharon Still

Gina Thomas

E. Property Enrichment - Streetscape

*Improvements and Enhancements, Signage, Fixtures, Owners Assistance
Program, Jump Start Program for New Businesses, Façade/Sign Application
Program and Submitted Application Review*

Bob Hathaway – Chair

Wendy Van Why

Kathy Robbins

Gina Thomas

F. By Laws and Legal Issues

Corporate By Laws Maintenance and Legal Issues

Vic Pocaroba - Chair

Brian Yelinko

Bob Hathaway

Gina Thomas

G. Parking Lot / Town Center

Create Additional Town Center Parking

Bob Hathaway – Chair

Brian Yelinko

Bill Lerman

Gina Thomas

XIII. Old Business

No old business

XIV. New Business

No new business

XV. Adjournment- 9:00pm Motion Councilman Hathaway 2nd Sharon Still – All if favor non opposed