

**SPECIAL IMPROVEMENT DISTRICT OF NETCONG BOROUGH, INC.  
NETCONG COMMUNITY PARTNERSHIP  
BOARD OF TRUSTEES MEETING  
February 27, 2014  
6:30 p.m.  
Minutes**

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

	Present	Absent
Ralph Blakeslee	x	
Stephen Fredericks	x	
Dr. Winfred Ginter	x	
Bob Hathaway	x	
Bill Lerman	x	
Joseph Nametko	x	
Maria Patamia	x	
Vic Pocerobba	x	
Kathy Robbins	x	
Leigh Ann Von Hagen	x	
Dave Weippert	x	

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 January 2, 2014 and 2) faxing a notice to The Daily Record, the official newspaper of the Borough of Netcong on December 31, 2013.

IV. Public Comment

**William Baumgartner** - 46 Main Street, Netcong

Website and Logo information for Netcong NCP – simplify “all roads lead to Netcong”

**Bill Lerman** - Publishing committee wants to refresh NCP with new logo and branding

William’s company can do logos, hi-res products, scalable so it won’t lose detail. When is next meeting for publishing?

**Gina Thomas** – asking for proposals by March 12, Publishing committee is March 14. Publishing committee will discuss and bring recommendations to board.

**Marty Pizano**, President Media Now on Main Street in Netcong

Is interested in being involved with organization and help with arsenal with what's going on. Not decided if going to bid on project, but still interested in working with NCP for community. Support business and customers. Serve business with metric-based results. Have to think about mobile. Help whoever gets contract go mobile and be up to date. Looked at what other municipalities are doing around the state. Smart Growth awards on June 5th. Help town apply for smart growth awards. Inside of website, Gonetcong.com, nowhere on website does it say gonetcong.com. Thinking of using Gonetcong as bumper sticker, store sign, t-shirt, small sign. "Do it in Netcong"

**Bill Lerman**: Borough has logo with Chief long time. GoNetcong is new in year or two. Vince never hired to do a full website. Borough maybe will update their website and have both website similar?

**Marty Pizano**: Serve different purposes, opportunity of GoNetcong to be more fun. Think about advertising at Circle. Whatever do, will not be cheap but LED signs are dropping in price. Gateway to Pocono's and back to NYC, Met with Vivian Baker from NJT and said weekend service is a plan for the future.

**Marty Pizano** can help straightened out website.

**Bill Lerman & Bob Hathaway**: would love to have Marty and William on publishing committee

**Marty Pizano**: will serve as an advisory role at very least. We don't expect to have a Pfizer website. Interested in branding and visual identity for town.

**Gina Thomas**: spent a lot of time talking with both William and Marty and all 3 have spent a lot of time preparing for this meeting to present info. Want to use winning town as model.

**Bill Lerman**: Close Public Comment

#### V. Executive Director's Report

- Artplace Grant

1270 letters, Netcong was not asked to come to next level. Gina asked how many made it through. Overall grant for half a million  
Steve and Gina put a really great project together and spent numerous hours on budget and content. Not usually give grants to NJ, only grant to NJ in past was in Newark.

- Alignable

Netcong community. Is it viable? It's free. Check it out and lets discuss at the next board meeting.

- Special Meeting

We really need to do a strategic plan - SWOT analysis to put together focused goals. Have a 2nd meeting inviting key stakeholders to meeting to get input on what is working and what is not. Typically need 3 or more meetings to drill down on goals. Shoot for April 1st for Strategic Plan. Start at 6 pm. Go from 6-9 pm

- Mrs. Karen Koster correspondence

Gina called Ms. Koster and explained we should be able to take names off the ballot since we have people register and number the ballots. Talked about procedure and policy and Gina gave her by-laws.

- Branding/Positioning Statement & Website

Talked in exec committee meeting, take balance of \$10,000 for DC which is about \$8,400 and put toward a branding project. Asked local talent to put in bid. Including Eric from Fat Rabbit. Told all 4 people looking for some pro-bono services. Eric from Fat Rabbit, Vince from District Connect, William from Imagine Computers are putting proposals together.

VI. Treasurer Report – see attached

VII. Motion to approve the meeting of the Trustees January 27, 2014 Minutes

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee			x			
Stephen Fredericks			x			
Dr. Winfred Ginter			x			
Bob Hathaway		x	x			
Bill Lerman			x			
Joseph Nametko	x		x			
Maria Patamia			x			
Vic Pocerobba			x			
Kathy Robbins			x			
Leigh Ann Von Hagen			x			
Dave Weippert			x			

VIII. Motion to approve the Annual meeting of January 27, 2014

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee	x		x			
Stephen Fredericks			x			
Dr. Winfred Ginter			x			
Bob Hathaway			x			
Bill Lerman			x			
Joseph Nametko					x	
Maria Patamia		x	x			
Vic Pocerobba			x			
Kathy Robbins			x			
Leigh Ann Von Hagen			x			
Dave Weippert					x	

IX. Motion to approve the January 7, 2014 meeting minutes.

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee					x	
Bob Hathaway		x	x			
Bill Lerman			x			
Joseph Nametko					x	
Maria Patamia					x	
Vic Pocerobba	x		x			
Kathy Robbins			x			

X. Motion to approval the bills List for January 2014 and February 2014

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee			x			
Stephen Fredericks		x	x			
Dr. Winfred Ginter			x			
Bob Hathaway			x			
Bill Lerman			x			
Joseph Nametko			x			
Maria Patamia			x			
Vic Pocerobba	x		x			
Kathy Robbins			x			
Leigh Ann Von Hagen			x			
Dave Weippert			x			

- XI. Motion to approve the engagement letter from Weinstein & Weinstein to complete the 2013 audit.

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee			x			
Stephen Fredericks			x			
Dr. Winfred Ginter			x			
Bob Hathaway			x			
Bill Lerman			x			
Joseph Nametko			x			
Maria Patamia			x			
Vic Pocorobba	x		x			
Kathy Robbins		x	x			
Leigh Ann Von Hagen			x			
Dave Weippert			x			

- XII. Motion to approve Community Resource Partners 2014 Contract

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee			x			
Stephen Fredericks			x			
Dr. Winfred Ginter			x			
Bob Hathaway			x			
Bill Lerman	x		x			
Joseph Nametko			x			
Maria Patamia		x	x			
Vic Pocorobba			x			
Kathy Robbins			x			
Leigh Ann Von Hagen			x			
Dave Weippert				x		

- XIII. Motion to accept with regrets Vic Pocorobba resignation from the role of Vice President. He will remain on the Board as a trustee.

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee			x			
Stephen Fredericks			x			
Dr. Winfred Ginter		x	x			
Bob Hathaway			x			
Bill Lerman			x			
Joseph Nametko	x		x			
Maria Patamia			x			
Vic Pocorobba					x	
Kathy Robbins						Left @8
Leigh Ann Von Hagen			x			
Dave Weippert			x			

XIV. Committee Reports

A. Executive Committee

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

**Bill Lerman - President**

**Bill Lerman** - Executive Committee – Vic is resigning as VP but will still remain on board. Accept motion to approve– With Regret. The discussion was had about who might be a good fit for the role and the committee felt Maria would be the best person. The Board was asked if they had any other nomination, non were brought forward.

- I. Motion to appoint Maria Patamia as the new Vice President for the remainder of 2014.

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee			x			
Stephen Fredericks	x		x			
Dr. Winfred Ginter			x			
Bob Hathaway			x			
Bill Lerman			x			
Joseph Nametko			x			
Maria Patamia			x			
Vic Pocerobba		x	x			
Kathy Robbins						Left @8
Leigh Ann Von Hagen			x			
Dave Weippert			x			

B. Finance Committee

*Budgets, Grants, Revenue Building*

**Kathy Robbins - Chair**

Cash flow issues were discussed and some ideas to address were discussed will report more next month after we receive some feedback from Council.

C. Special Events Committee

*Farmers Market, Netcong Day, Holiday Events and New Events*

**Maria Patamia - Chair**

SPECIAL EVENTS COMMITTEE REPORT

February 12/2014

Boro Hall 7 pm

Attendance: M. Patamia, Chairperson  
 Mayor Nametko  
 V. Baglivo  
 Councilman Hathaway  
 Dr. Ginter,  
 L.A. Von Hagen - 8 pm  
 G. Thomas - Absent due to illness

## **Netcong Day - 7 pm**

### Discussions-

1. M. Patamia reviewed a task sheet with all members present to determine responsibilities associated with the events of the day. (Attached)
2. After reviewing the revised registration form, NEED to ADD 8/1 as cut-off for in town businesses to register for a space in front of their business.
3. We need to prioritize getting Netcong businesses to participate (before soliciting outside businesses)
4. Mayor Nametko and Councilman Hathaway volunteered to “walk the beat” to distribute registration forms to
5. NCP Table and/or Race goody bag will provide local business an opportunity to promote their business by donating literature, and giveaways for distribution
6. June 1st is the date set for canvassing local businesses to participate in Netcong Day.
7. Publicity was reviewed- same as in previous years: signage, banners, on-line
8. Vince will review links to the event to assure easy navigation for potential participants.
9. Music- Quick Check wishes to be more involved. Discussions with them will include sponsorship and erecting a tent in the parking lot.
10. Covering the Music Stage was discussed.
11. NCP Table- to possible have a Basket Raffle, Quotes/Pictures of passerby's for website, having a sandwich board to display them, video visitors on their experience. L. VonHagen will develop this initiative.
12. Meeting Adjourned- 8:15 pm
13. Next Meeting: March 12, 2014 7 pm / Boro Hall

### SPECIAL EVENTS COMMITTEE REPORT

February 12/2014

Boro Hall 8:15 pm

Attendance: M. Patamia, Chairperson  
Mayor Nametko  
V. Baglivo  
Councilman Hathaway

Dr. Ginter,  
L.A. Von Hagen - 8 pm  
G. Thomas - Absent due to illness

**Farmer's Market - 8:15 pm**

1. M. Patamia distributed a spreadsheet of contacts made to solicit their participation for the upcoming market. (Attached)
2. To date- 1 check received for confirmation of participation (Oragami Jewelry).  
1 Flat out NO (Granola Lady)  
1 Verbal Commitment (G.M. Farm Exchange) for Produce and plants
3. Information on Winter Markets was distributed to members and discussed.
4. Concern was raised with lack of interest from prospective vendors contacted. Their main concern was lack of significant traffic.
5. By next meeting, each member was asked to bring leads on 2 prospective vendors.  
If vendors are not committed by March, we would be remiss to believe they will come on board in June.
6. L. Von Hagen questioned logistics for providing a car show in the downtown area on market day.
7. Mayor Nametko discussed Recreation Dept. concerns over "Junk in the Trunk".
8. Publication- we cannot publicize the market to customers (preferably Netcong residents first) unless we have vendors in place. Once vendors are solidified, then weekly activities can be publicized to the community.
9. Members were asked to visit Winter Markets to introduce themselves and solicit participation for the market. Market dates were distributed.
10. Meeting Adjourned- 9:10 pm
11. Next Meeting March 12, 2014 8 pm / Boro Hall

D. Publishing Committee  
*Website, Directory, Community Calendar, Street Map including Events Locations, Social Media*

**Bill Lerman - Chair**

- Directory
- 2014 Marketing

Discussed under the executive director report about the branding campaign.



- E. Property Enrichment – Streetscape/ Parking Lot/Town Center  
*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**

Bob is going to get together the people for the welcome to Netcong signs, someone needs to get him the information on cost and he will get people to sign up – it is a revenue that we are not tapping into and we should be.

- F. By Laws and Legal Issues  
*Corporate By Laws Maintenance and Legal Issues*  
**Vic Pocerobba – Chair**

II. Old Business  
No Old Business

III. New Business  
Gina Thomas was appointed to the NJMDA Board which is a great asset to this Board – Congratulations to Gina

IV. Adjournment

Ralph Blakeslee made a motion to adjourn and Bob Hathaway made the second – all in favor vote – meeting adjourned at 8:55pm

## **NCP Committee Members 2014**

### **Executive Committee**

Bill Lerman-President  
Vice President  
Kathy Robbins-Treasurer  
Ralph Blakeslee- Assistant Secretary  
Leigh Ann Von Hagen- Secretary  
Gina Thomas-Executive Director

### **Finance**

Kathy Robbins-Chairperson  
Bill Lerman  
Maria Patamia  
Bob Hathaway  
Gina Thomas

### **Special Events**

Maria Patamia-Chairperson  
Joe Nametko  
Bob Hathaway  
Sharon Still  
Leigh Ann Von Hagen  
Dr. Winfred Ginter  
Vince Baglivo

### **Publishing**

Bill Lerman-Chairperson  
Stephen Fredericks  
Maria Patamia  
Vince Baglivo

### **Property Enrichment/Streetscape/Parking Lot/Town Center**

Bob Hathaway-Chairperson  
Bill Lerman  
Kathy Robbins  
Leigh Ann Von Hagen

### **By Laws and Legal Issues**

Vic Pocerobba-Chairperson  
Bob Hathaway  
Bill Lerman  
Dave Weippert