

**SPECIAL IMPROVEMENT DISTRICT OF NETCONG BOROUGH, INC.
NETCONG COMMUNITY PARTNERSHIP
BOARD OF TRUSTEES MEETING
April 24, 2014
6:30 p.m.
MINUTES**

- I. Call to Order and Flag Salute – Meeting was called to order at 6:35pm
- 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	Entered at 6:40	
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: When you have something that is appealing, it will automatically draw. If you put all your ducks in one basket with branding I think that is wrong. As far as Facebook goes, what are you using FB for? Have you thought about what you are looking for? You should be using Linked –In. Why Twitter, for what? You aren't ready for branding.

W. Baumgartner: If you want branding to work, then call it a business association. I'm up here because I don't want funds wasted.

Bill: Are you saying our name is wrong?

W. Baumgartner: I've asked about joining committees and never heard back.

William: It's deceptive, because I said if Eric goes for the job, then I don't need to.

Vic: I've been on board for 4 years. I haven't seen you at meetings.

William: Gina, there is a lack of communication, you are not being up front and honest. You may have them fooled. And blowing smoke.

Mayor: You are out of line.

Steve: Directing your comments to and blaming our Exec. Director is inappropriate

William: I am directing to her, because she is supposed to be in charge.

Bill: The NCP Board is in charge and directs Gina on what to do.

William: I'm very disappointed. Don't want see you wasting money on things that you don't need right now. You have no foundation, no right place to go. You are a little boat in big ocean. Who's at the helm?

Bill: The board feels the logo in conjunction with website will help create identity. People who don't know who we are. We've been calling it branding, you call it something else, but maybe we are actually on the same page in the outcome.

Vic: We have always welcomed people with expertise.

William: I have been coming to meetings. No one has every emailed about joining a committee.

William: Don't mean to offend anybody. But as professional, focus on website, then structure, then going door-to-door. The Netcong Boro logo is awesome piece of branding but only see in when in Boro hall.

Bill: The board feels time to update NCP logo.

Bob: This branding endeavor didn't happen in a vacuum. We've had professionals come in and give us advice and recommend new branding. Without you in the room there was no one to say otherwise.

William: Professional opinion, Eric will help do what it is (Fat Rabbit) that needs to be done. He has resources to do it in a timely manner. He is the best person to get it done. If you have to pay a little bit more, he is worth it.

Bob: By his own admission, he has no experience with business districts.

Bill: Have big agenda, we need to move on to other topics.

Kathy: One question, you said not to use FB and think more on lines of only using Linked-In. Doesn't FB make more sense.

William: This is not a consumer-based entity.

Bill: Maria uses FB a lot, and NCP helps her posts get more views.

Bob: Many businesses would benefit from Linked-in vs. other retail that might use FB.

William: FB is for retail businesses. Want to use FB and Twitter, but wait until the foundation is created. If you bouncing all over the place you don't get work done.

Steve: Totally new to organization, I don't have history with what's worked and what hasn't. However we are going through Strategic Planning process to determine our goals, how to better communicate, etc. We are making progress.

William: Rebuttal – if you haven't figured out what you are yet, no way that getting website done is possible.

Bob: Information and influence, both are welcome. You haven't been here and we need you.

Frank Koval 140 Allen Street, Netcong : You saw what time I got here tonight. Some have quality time to spend. I can't be here more often. In the past 12-13 years, NCP has done nothing for me.

Mayor: Not nothing, at the least you received a grant.

Frank: okay you gave me \$1,000 for a sign.

Bob: My narrow prospective, my business is not in Netcong and I find time to spend for NCP business and other meetings. I believe Netcong business is a priority.

Frank: I am an employee and the only one who can do my job.

Bill: we love to have people come when they can. We understand that not everyone can make all the meetings.

Maria: What is it that you want the organization to do for you?

Frank: The org was set up to bring in new customers. I don't see that.

Gina: Your business was part of a featured in February.

Frank: How does paying a director help my business?

Bob: There have been 3 previous directors that were paid more than Gina. This organization has always had paid director.

Frank: Never seen people come here and shopping, it will never happen. This SID is costing all these businesses money they don't have.

Bill: All we can do is try to work from here forward.

Frank: You are not going to see any change.

Bob: How can we create a portal to engage you better so you don't have to come to meetings?

Frank: I don't know, I'm not always on a computer.

Vic: We're here to help try to do the right thing.

Bob: if you can't make a meeting, send an email with the "what were you thinking" comments. There are very few people who come here and say anything. Let's figure out a way to get your input. There is a whole lot more going on that you can give feedback to.

Frank: Don't go on website for Netcong.

Dr. Ginter: Can you go on website and look through the meeting minutes and email us with your thoughts and concerns?

Dr. Ginter: if you have any problems accessing the meeting minutes, talk to me.

V. Executive Director's Report

- Fat Rabbit – Gina Thomas spoke with Eric from Fat Rabbit and we were able to come up with something that fits into the budget and creates a collaborative partnership with Fat Rabbit and NCP. Eric has generously donated a bunch of services allowing this to fit into our budget, essentially also being a sponsor of the NCP website.
- Request from Dr. Ginter – Dr. Ginter requested we discuss this next month so this will be moved to May 22nd.
- Financial Software - Kathy Robbins and Gina Thomas have spoken about this at great lengths, not having an online system makes things very difficult to manage. It can be difficult for Kathy to get to the Borough office sometimes and the records are not entered in a timely fashion because of that. The board does need to remember this is a volunteer position and Kathy can not always get this done during working hours, if this were to be online that problem would be solved as well as access for others. Kathy Robbins and Gina Thomas have found

this would be helpful for the accountant during audit time as well as the Executive Director being able to review the current financial state and help with these tasks. NCP needs to manage their cash flow very carefully, hopefully with the changes the Council is making on how NCP gets paid that will be helpful but having the information in the system and accessible to all that need to view will make this task easier, more efficient and a greater chance for success. Gina Thomas has attached a screen shot of the choices and cost for Quickbooks online the simple start is all NCP would need at this point which is a cost of \$12.95 per month, not a very larger investment. NCP has the money in the budget under both office supplies and dues and subscriptions, which is where this expense can be categorized.

- Strategic Planning Meeting
 - Who will be in attendance
 - Set up of the space in the Growing Stage
 - Do we want to order dinner again
 - Would someone like to provide snacks
 - Steve is donating a box of Joe
- Follow up to Dr. Ginter's request about the by-laws amendment – Dr. Ginter requested this be moved to the May 22nd meeting.
- NCP Master List – Gina Thomas has received the most updated list from Cindy and Gina and Cindy have discussed what might be the best way to maintain this list once it is complete.
- Morgan's Funeral Home – Morgan's has reached out about a an issue in reference to garbage in front of their business asking that a garbage can be put in front on the sidewalk, they also requested when the flower pots comes out that one be out in front of their building and they will take on the responsibility of water it. The Executive Director also had a discussion with them about the new assessment they received on the two contiguous properties the own behind the funeral home. After doing some research it was clear they should only receive one assessment based on the NCP by-laws. Gina Thomas spoke with the Executive Committee and then worked with Cindy and Marvin to have this corrected.
- Sunshine Law – There was a question about following the Sunshine law and how it applies to NCP. This information was emailed and handed out and discussion was had about how the group would move forward.
- Council Meeting – Gina Thomas gave an updated of some things that were brought up by people to the council that were inaccurate. She also talked about calls she received from some members that were upset with the way the poll was conducted.
- Audit update – Gina Thomas spoke with the auditor and everything is looking good and should be done on time. Gina would like to invite Mr. Weinstein to the May 22nd meeting to review the audit.
- Committee meetings for upcoming month
 - Executive meeting – Friday May 9th at 9:30am at Boro Hall

- Finance committee – Friday May 9th at 10am at Boro Hall
- Publishing committee – Friday May 9th at 10:30am at Boro Hall
- Special events – Wednesday May 14th at 7pm at Boro hall

VI. Treasurer Report

Treasurer’s Report-April 24th, 2014
 Netcong Community Partnership
 Dates covered-March 1st 2014-March 31st 2014

Beginning Balance		- \$3,013.58
Income		
Assessment	\$13,646.60	
Small Bus Sat Ad	\$50.00	
Total Income	\$13,696.60	
Expenses		
Executive Director-Feb	\$1950.00	
Morris County Tourism	\$150.00	
Total Expenses	\$2,100.00	
Ending Balance		\$8,583.02

Respectfully Submitted

Kathleen Robbins
 Treasurer

Mar ending Bal. from Treas. Report	\$8,583.02	Bal. per bank acct as of 04/24/14	\$6,813.02
Add MTD Income			
Small Bus Sat Ad	\$100.00	subtract outstanding checks Ck 1635 C. Bulger	\$80.00
Total MTD Income	\$100.00		
Subtract MTD Expenses			
Executive Dir	\$1950.00		

Total Month to Date Exp.	\$1950.00	Total outstanding Cks.	\$80.00
Cash on Hand as of 04/24/14	\$6,733.02	Cash on Hand as of 04/24/14	\$6,733.02

VII. Committee Reports

A. Executive Committee

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

Bill Lerman – President – no update committee did not meet

B. Finance Committee

Budgets, Grants, Revenue Building

Kathy Robbins – Chair – no update committee did not meet

C. Special Events Committee

Farmers Market, Netcong Day, Holiday Events and New Events

Maria Patamia – Chair -Community market - no support from vendors or farmers, no choice than to disband community market. No update on Netcong Day.

D. Publishing Committee

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

Bill Lerman – Chair - had 2-3 meetings about hiring Fat Rabbit for website, logo design, social media price - \$7,500. Fat Rabbit is local Netcong business.

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 - Working with Ralph to create signs for flower pots – 6x6 squares, badges for flower pots and benches that read Netcong Community Partnership.

F. By Laws and Legal Issues
Corporate By Laws Maintenance and Legal Issues

Vic Pocarobba – Chair – no updates committee did not meet

VIII. Motion to approve meeting minutes of February 27,2014.

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee						x
Stephen Fredericks						
Dr. Winfred Ginter						
Bob Hathaway		x				
Bill Lerman		x				
Joseph Nametko	x	x				
Maria Patamia		x				
Vic Pocarobba						Left at 8:30pm
Kathy Robbins						Left at 8:10pm
Leigh Ann Von Hagen		x				
Dave Weippert		x				

IX. Motion to approval the bills List for March, 2014

	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 Pocarobba						Left at 8:30pm
Kathy Robbins						Left at 8:10pm
Leigh Ann Von Hagen			x			
Dave Weippert				x		

X. Motion to approve the bill's list for April, 2014

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee						x
Stephen Fredericks			x			
Dr. Winfred Ginter	x		x			
Bob Hathaway		x	x			
Bill Lerman			x			
Joseph Nametko			x			
Maria Patamia			x			
Vic Pocerobba						Left at 8:30pm
Kathy Robbins						Left at 8:10pm
Leigh Ann Von Hagen			x			
Dave Weippert				x		

XI. Motion to approve the discontinuation of the Netcong Community Market.

	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 Pocerobba						Left at 8:30pm
Kathy Robbins						Left at 8:10pm
Leigh Ann Von Hagen			x			
Dave Weippert			x			

XII. Motion to approve Fat Rabbit proposal and contract for services listed.

	Motion	Second	Yes	No	Abstain	Absent
Ralph Blakeslee						x
Stephen Fredericks			x			
Dr. Winfred Ginter			x			
Bob Hathaway	x		x			
Bill Lerman		x	x			
Joseph Nametko			x			
Maria Patamia			x			
Vic Pocerobba						Left at 8:30pm
Kathy Robbins						Left at 8:10pm
Leigh Ann Von Hagen			x			
Dave Weippert			x			

- XIII. Motion to approve the purchase of Quickbooks online not to exceed \$30.00 per month at the discretion of the treasurer.

	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 Pocerobba						Left at 8:30pm
Kathy Robbins						Left at 8:10pm
Leigh Ann Von Hagen			x			
Dave Weippert			x			

- XIV. Old Business - The old Farmers Market signs are still around town can we ask DPW to please take them down.
- XV. New Business - Website to access form for Netcong Day, best interest to have Board of Health forms available since vendors might not know Mt. Olive is our Board of Health.
- XVI. Adjournment - Motion to adjourn by Bob Hathaway with a second by Maria Patamia – meeting ended at 8:58pm

NCP Committee Members 2014

Executive Committee

Bill Lerman-President
Maria Patamia-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