

**SPECIAL IMPROVEMENT DISTRICT OF NETCONG BOROUGH, INC.
NETCONG COMMUNITY PARTNERSHIP
BOARD OF TRUSTEES MEETING
May 22, 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:

Frank Koval of Alternative Auto: Just want to reiterate that because no one is here doesn't mean no one cares. The businesses care about NCP.

Ask about two sign grants:

1. Approved Auto
2. Ralston Properties

Gina: Currently, neither grant has been approved yet, Lenny has to get us his paperwork. I met with him twice this month. He has to meet with Ralph for old paperwork.

The sign for Mr. Weippert has not been approved because the paper work was taken back. Once the paperwork is re-submitted it will be reviewed. I have emailed the paperwork to Mr. Weippert and have not heard back.

Frank: That is disheartening because it takes hoops to get through to get all the paperwork done.

Joe: Lenny's building rehab went through the planning board; I don't know why a sign permit was not included with the rehab. I don't know how it went through planning board without approval.

Gina: Ralph and Cindy couldn't find sign permit with the building plans. Ralph and Cindy are working on the sign permit.

Frank: This may upset the mayor, if SID is going to improve every area, you must start at edge of town. The lot at the edge of the street by my business, the DPW cuts the lawn but didn't do curbing. Weeds look bad. The DPW guy sat in the truck for 20 minutes, got out, weed-wacked sign and then left. The DPW didn't do a good job with grass cutting and weed-whacking.

Bob: This is the first time both the Mayor and I have heard a complaint. This board is a forum to work with Borough to fix situation. We will talk with Mr. Olivio I am sure this won't happen again.

Dr. Ginter: This is not the right place to complain. It's the borough's responsibility.

Bob: I sit on this board to take complaints and bring them back to the Borough. This should be the first and last time this problem will be discussed.

Joe: What about the dumpster issue?

Frank: It was taken care of with a text.

Bill: Thank you Frank

V. The presentation of the 2013 audit by Stephen Weinstein from Weinstein & Weinstein

Mr. Weinstein gave an overview of the 2013 audit, he shared how impressed he was at the progress the Board has made in the areas of fiscal responsibility and organizational operations. He reviewed for few findings and shared with the Board that he knew those things were in process and expects they will be fully in order for 2014.

VI. Executive Director's Report

- Request from Dr. Ginter on annual assessment: This was moved to the committee structure for review with Dr. Ginter and the committee to be reported to the full Board.
- Follow up to Dr. Ginter's request about the by-laws amendment: This was moved to the committee structure for review with Dr. Ginter and the committee to be reported to the full Board.
- NCP Master List: In the process of working on gathering information.
- Council Meeting & Survey Update: The Council meeting went well and the Council agreed to work together to create a survey that they will send to the membership. Leigh Ann, Steve and I have met and started our draft which is presented this evening before going to the Council for their thoughts and edits.

VII. Treasurer Report

**Treasurer's Report-May 22nd, 2014
Netcong Community Partnership
Dates covered-April 1st 2014-April 30th 2014**

Beginning Balance	\$8,583.02
Income	
Small Bus Sat Ad	\$100.00
Total Income	\$100.00

Expenses

Executive Director-Feb	\$1950.00
Total Expenses	\$1,950.00
Ending Balance	\$6,733.02

**Respectfully Submitted
Kathleen Robbins
Treasurer**

April ending Balance from Treasurer Report	\$6,733.02
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*Balance per bank acct as of 05/15/14 \$4,863.02

Add MTD Income	*subtract outstanding checks	
	check 1635 Christine Bulger	\$80.00
	check 1672 Fat Rabbit	\$817.75

Total MTD Income 0.00	*Subtract MTD Expenses	
	Executive Director	\$1950.00
	Fat Rabbit	\$817.75

Total Month to Date Expenses		\$2,767.75
	*Total outstanding checks	\$897.75

Operating account as of 05/15/14	\$3,965.27
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Operating Account	\$3965.27
Raffle Account	\$10.00

Total Cash on Hand as of May 15, 2014

\$3,975.27

VIII. Committee Reports

A. Executive Committee

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

Bill Lerman - President

EXECUTIVE COMMITTEE MEETING MINUTES

Date: Fri., MAY 9, 2014

Location: BORO HALL -

Attendees: Maria Patamia, VP; Kathy Robbins, Treasurer; Leigh Ann Von Hagen, Secretary; Gina Thomas, Executive Director

Absent: Bill Lerman, President

Meeting started at 10:30 am

Reviewed Minutes of Last Meeting April 24, 2014.

Reviewed Bill's List

Topics of Discussion:

Audit: Gina Has not heard back from the auditor. An email was sent with specific information and she has not heard back from that as well, Gina will follow up on Monday.

The auditor missed May 15th deadline - Gina will have an update at the Regular Meeting (5/22/14)

Netcong Day- to be discussed at Special Events Comm. Meeting 5/14/14

Goals & Objectives- Gina, Leigh Ann & Steve met for 3 hrs. to review the Action Plan Gina created from the strategic planning meeting for the adoption and implementing of goals & objectives.

Strategic Plan- Review & Approval of Plan/Goals at the next meeting (5/22/14).

Committees- Review appointments for various committees. Assign trustees to new committees needed to complete goals & objectives

Meeting Adjourned: 11:15 am

B. Finance Committee
Budgets, Grants, Revenue Building
Kathy Robbins – Chair – *There was no finance committee meeting.*

C. Special Events Committee
Farmers Market, Netcong Day, Holiday Events and New Events
Maria Patamia – Chair

SPECIAL EVENTS COMMITTEE MEETING

Minutes

Date: WED., MAY 14, 2014

Location: BORO HALL - 7 pm

Attendees: Maria Patamia, Chair; Councilman Bob Hathaway; Executive Director Gina Thomas; Dr. Ginter, Trustee

DISCUSSION: NETCONG DAY

Brian Formica, St. Michael's School Italian Festival Coordinator was in attendance to discuss St. Michael's School participation at Netcong Day. His idea is to provide six (6) inflatables, charging for a nominal fee to raise funds for St. Michael's School.

Gina Thomas provided Mr. Formica with the "Kid Zone" history in that it was always a free venue for kids. She also stated the inflatables were always provided by the NCP with a DJ/Master of Ceremonies.

Councilman Bob Hathaway also expressed concerns over the historically free inflatables and the space needed for the inflatables. Bob continued to say the inflatables spaces would require payment of the vendor fee, albeit one (1) would be provided w/o fee as SMS is a Netcong entity.

Councilman Hathaway and Gina Thomas gave Brian until June 9th to work out put the specifics and report back to the committee.

The committee then Reviewed the Netcong Day Task Chart prepared by Maria. The committee discussed recreating the space map for vendors and allocating designated food spaces.

A brief discussion included the stage set-up area.

It was decided to forgo running a 50/50 this year at Netcong Day, mainly due to the fact that there will not be a Farmer's Market to push the sale of the 50/50 tickets. Councilman Hathaway suggested perhaps SMS would be interested in holding a 50/50 Raffle to offset the cost of the inflatables and to reduce or eliminate the fee for riding. Maria was contacting Brian to offer the 50/50.

The committee decided to partner with the Boro to produce Press Releases.

The committee recommended that the Mayor and a Rep from the Rec. Dept. be present at our next meeting to coordinate event tasks. Tentative date for our next Netcong Day meeting is June 3rd.

Music for Netcong Day was discussed. Maria discussed the inclusion of bands playing without receiving payment. 4 new, young Bands were secured- all interested in receiving exposure for their work. Councilman Hathaway stressed free is not necessarily good. Historically the event provided bands with a following. Councilman Hathaway suggested we secure tapes of the interested bands to review their music.

A lengthy discussion was has on documenting notification of downtown businesses about Netcong Day and their interest in participating. A cost will be incurred to “deliver” the Netcong Day application to each business owner. Several committee members deemed this necessary to avoid disputes with business owners over assignment of vendors in front of their businesses.

Maria disagrees with this idea and feels Only new businesses who may not be aware of Netcong Day should be notified. All others know what the plan is for the day and shame on them if they do not capitalize on it to promote their business.

Meeting Adjourned 9:10 pm.

Special Events Committee Meeting Dates: (2nd Wed. of Every Month- Boro Hall)

Wed., June 11, 2014	7 pm (Netcong Day)
TUES. JUNE 3, 2014	7 pm (Netcong Day)
Wed., July 9, 2014	7 pm (Netcong Day)
* Maria will not be available	
Wed., August 13, 2014	7 pm (Netcong Day)
Wed., September 10, 2014	7 pm (Netcong Day)
Wed., October 8, 2014	7 pm (Netcong Day)
Wed., November 12, 2014	7 pm (Netcong Day)
Wed., December 10, 2014	7 pm (Netcong Day)

D. Publishing Committee
Website, Directory, Community Calendar, Street Map including Events Locations, Social Media
Stephen Fredericks – Chair

PUBLISHING COMMITTEE MEETING MINUTES

Date: Fri., MAY 9, 2014
Location: BORO HALL -

Attendees: Maria Patamia, VP; Leigh Ann Von Hagen, Secretary; Stephen Fredericks, Trustee; Marty Pisano, NCP member; William Baumgartner, NCP member; Eric Koby, Principal Fat Rabbit; Gina Thomas, Executive Director

Meeting started at 9:00 am

Reviewed timelines and expectations of the Branding and Website project.

Topics of Discussion:

Timeline: Typically a logo and website would take 6-10 weeks, if all goes well and feedback and approvals are smooth without delay would should be able to hit this targeted timeline giving us a finished project mid July – the goal is to have this done in time to promote Netcong Day (September 7, 2014) and Small Business Saturday (November 29, 2014).

Discover and Planning: This is a two hour meeting to discuss all the ideas and what is important to think about when the logo gets designed. This will help guide the design team.

Design: The design team will sketch out different things based on the discovery meeting and start putting things together for review.

Development: At this stage the development of the identity and the website starts to come together.

Test, Train, & Launch: The project is now complete and the site will be tested for all applications, training will take place so NCP can administer the website and the launch!

- Expectation – One point of contact for NCP (Gina Thomas) and Fat Rabbit (Eric Koby)
- Send social media ideas and content directly to Eric (eric@fatrabbitcreative.com) copying Gina (promotecommunities@gmail.com) – an email will be generated to the entire Board so they can participate as well.
- The committee should put together thoughts, ideas, maybe some suggestions of websites or logos they like or dislike and send along to Gina so she can compile one document and send that off to Eric.
- A Dropbox will be set up by Gina and Eric for collaborative discussion and idea sharing.
- The committee chair will take on a more extensive role – Steve Fredericks is the co-chair and has offered to take the lead – Gina will discuss with Bill to make sure he agrees.
- Feedback needs to be to Eric by May 16, 2014 and the next meeting will be Monday May 19th at 9:00am at the Boro Hall in the front conference room.

Meeting Adjourned: 10:30 am.

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 ***There was no property enrichment committee meeting.***

F. By Laws and Legal Issues

Corporate By Laws Maintenance and Legal Issues

Vic Pocarobba – Chair ***There was no by laws and legal issues committee meeting.***

IX. Motion to approve meeting minutes of April 24, 2014.

	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		x			
Vic Pocarobba		x	x			
Kathy Robbins			x			
Leigh Ann Von Hagen			x			
Dave Weippert						x

X. Motion to approval the bills List for May, 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			x			
Kathy Robbins			x			
Leigh Ann Von Hagen			x			
Dave Weippert						x

XI. Motion to approve the 2014 NCP goals and objectives.

	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	x			
Vic Pocarobba			x			
Kathy Robbins			x			
Leigh Ann Von Hagen			x			
Dave Weippert						x

XII. Old Business

Steve: In regards to NCP insurance, I talked to Skylands Insurance our agent and the directors insurance is in place for one million dollars. In regards to Mr. Weippert’s concerns about workers comp. Skylands is coming up with a quote to present at next meeting to cover all of the Board including Gina and any other permanent or temporary hires.

Gina: Including the temp hire we spoke about that would go door-to-door.

Joe: Would it cover bands that might have incident on Netcong Day?

Bob: Are we covered for volunteers who work for us?

Steve: Yes it is my understanding that anyone we pay that works for us would be covered if there were an incident.

XIII. New Business

- Discussion on the Boro sign ordinance

Steve: The former Mayor of Madison, Mary Ann Foran, visited the Theater for historic preservation trust grant. She has offered to run a seminar at the Theater for businesses about renewable energy, and how to become more energy efficient. We will host at theater on behalf of NCP.

Borough sign ordinance: Does this board want to partner with Borough to make edits, changes upgrades?

Bob: zoning relative to compartmentalizing highway, downtown, makes sense, our current sign ordinance does not really have those provisions. NCP should suggest models that are in other areas. NCP should approach the Council and say we would like this to be considered in Netcong. Ralph is interested in making more permissive sign zoning ordinance.

Steve: Would Ralph help with fact-finding?

Joe: Tied to actual zoning, based on R-2 or BC zone - parts of Rt. 46. When ordinance passed 10 years ago, town was tired of signs everywhere. Banners up that were never taken down.

Steve: I think if the Town is asking us to participate, we need too.

Bob: It would be most helpful if you look at what you think would be valuable and drive conversation in that direction.

Joe: one of the business that got fined the most, is why the current sign ordinance was written the way it is.

Bob: Perfect enforcement - probably have highway zone that is not competitive with other highway zones.

Leigh Ann: Have a meeting of the property enrichment/streetscape to include discussion on wayfinding issues.

Vic: NCP could offer presentation on how to optimize your real estate investment, how to motivate business people

Steve: If you look at the survey, you will see we will be able to get feedback to find out what the businesses need and would like.

XIV. Adjournment: A motion to adjourn was made by Maria with the required second from Bill. Meeting adjourned at 8:08pm

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

Publishing

Stephen Fredericks-Chairperson
Bill Lerman
Maria Patamia
Eric Koby
Marty Pisano
William Baumgartner

Property Enrichment/Streetscape/Parking Lot/Town Center

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

By Laws and Legal Issues

Vic Pocerobba-Chairperson
Bob Hathaway
Bill Lerman
Dave Weippert