

**SPECIAL IMPROVEMENT DISTRICT OF NETCONG BOROUGH, INC.  
NETCONG COMMUNITY PARTNERSHIP  
BOARD OF TRUSTEES MEETING  
July 24, 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:** I have been too meetings in last 7 months, what actually has the SID done to improve the flow of pedestrian traffic, business traffic, people coming to businesses? Has anyone done anything with sign grants? Is the problem with money or with people turning in grants?

**Bill:** we have not received any grants

**Frank:** What great things have happened since January?

**Bill:** The Community Market didn't happed due to lack of participation, which didn't help the NCP with visibility.

**Maria:** Unfortunately, the culture of the negativity spread about the SID in the community meant we've spent too much time on dealing with distractions on non-issues. On the other hand, we worked on strategic planning for the future and other projects to grow the organization.

**Frank:** I'm probably seeing what happened 10 years ago, happening now. Nothing is going on. I question this because I see some things happening and some things don't.

**Bill:** A lot of BIDs and SIDs are event driven. That's what happens to drive people to town. The next big event is Netcong Day. It's a great event to bring people to Netcong but a onetime thing. Small business Sat is in November. Always open to new ideas, like restaurant week.

**Frank:** I have access to website, but I don't use it. It's another thing to remember to do.

**Vic:** if you look around, many communities are having similar issues. Communities need to revitalize themselves. If you don't keep it things working it goes down. Even at my job, we continue to review areas that are hurting. It's a lot harder to up keep and up-grade areas than it used to be. Are we going to get a great return on our investment? We don't know yet.

**Joe:** There are things that are hidden benefits, every business that comes to town and ask about buildings, like the new store that is coming in, Ralph tells them about grants from NCP. We now have 3 different builders interested in transit village. We tell them about the services of NCP and they are interested. In addition, at least 7,500 emails and magazine that advertise Netcong Day and the race go out every year in the tri-state region. Every year the volume of people attending Netcong Day and race increases. This group is working on bringing traffic.

**Frank:** Transit village is great as long does not take any property.

**Joe:** Council has no appetite for eminent domain. If you think you need a deal here, you will get help on building. Two of the 3 developers have already met with Salmon Brothers. The Borough can't do it all but an organization like this can help. One of the selling points is the SID - which it works with anyone who needs help, including development of the old pocket book factory.

**Joe:** Motion to close public meeting.

V. Executive Director's Report

VI. Treasurer Report

VII. Committee Reports

A. Executive Committee

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

**Bill Lerman – President**

**EXECUTIVE COMMITTEE MEETING MINUTES**

Date: Fri., July 11, 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 9:00 am

Reviewed Minutes of Last Meeting

Reviewed Bill's List

Topics of Discussion:

- Executive committee met on July 11th.
- Discussed cash flow and how bills are going to be paid through the end of the year.
- NCP Master List – working with Christina Bulger to collect information
- Reviewed handouts Christina is going to leave at businesses
- Netcong Day booth – When get info from the business, print coupons at NCP expense
- Decided to put on hold paperwork for 501C3 until Sept.
- Discussed how to get more materials for Small Business Sat.
- Discusses NCP marketing survey. How to distribute in coming weeks.
- Discussed publishing committee, website and logo progress.
- Discussed committees for goals & objectives.

Meeting Adjourned: 11:00 am

B. Finance Committee  
*Budgets, Grants, Revenue Building*  
**Kathy Robbins – Chair**

**Kathy Robbins – Chair – Finances were discussed during executive committee**

Netcong Community Partnership  
July 24, 2014  
July Bills List

Gina Thomas-Timesheet 06/30/2014	\$1950.00	Check # 1681
Administrative Expenses		
Management Services-ED Services		
Fatrabbit-June Invoice	\$817.75	Check # 1682
Business Promotion, Attraction, Retention		
Social Media		
Gina Thomas	\$39.59	Check # 1683
Reimburse for copies at Staples		

Total Bills for July 2014     \$2,807.34

Treasurer's Report-July 24th, 2014  
Netcong Community Partnership  
Dates covered-June 1<sup>st</sup> 2014-June 30th 2014

Beginning Balance		\$13,188.41
Income		\$5000.00
Total Income		\$5000.00
Expenses		
Executive Director-Feb		\$1,950.00
Fatrabbit		\$817.75
Insurance		\$1,938.25
Netcong Day		\$1,767.50
Domain Hsting		\$175.26
Total Expenses		\$6,648.76
Ending Balance		\$11,539.65

Respectfully Submitted

Kathleen Robbins  
Treasurer

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

**Maria Patamia – Chair, There was no special events meeting however, we discussed many issues via email and phone.**

Christina is dropping off information to business owners. Most owners have not been available. In those cases she left information she needs to go back for to pick up. Not many businesses willing to fill out information while she waits. It seems like it is still a challenge to get local businesses to get interested in Netcong Day. Applications are hand-delivered. It will require a lot of time to get through. Still have applications for Netcong Day coming in. In a week, start looking at application we have, start mapping. Maria will talk to Bob about the map. If you would want, Joe will get the map made. Need a master for Janice to work off of. We can make copies on 11x17. Janice has people posted at spots where they have last year, posted spots.

- D. Publishing Committee  
*Website, Directory, Community Calendar, Street Map including Events Locations, Social Media*  
**Bill Lerman – Chair**

**Steve Fredericks – Chair**

Publishing Committee: Steve is not present but Bill has a short update:  
The committee is still working on draft logo. The consultant (FatRabbit) is working on format and structure of website.

- 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 Pcorobba – Chair** - *There was no by-laws and legal issues committee meeting.*

VIII. Motion to approve meeting minutes of June 26, 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			
Vic Pocerobba		x	x			
Kathy Robbins					x	
Leigh Ann Von Hagen	x		x			
Dave Weippert						x

IX. Motion to approval the bills List for July, 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 Pocerobba			x			
Kathy Robbins			x			
Leigh Ann Von Hagen		x	x			
Dave Weippert						x

X. Old Business

A. Netcong Day Volunteers

XI. New Business

- Joe: Surveys went out from Borough. \$3.40 to send out each survey
- The survey states it's anonymous however, you can track participation by the Borough's numbering system. The numbers correspond to the addresses. It's not anonymous. I may be confidential, but it's not anonymous. It should read, "confidential."
- Joe: the only reason the number is on there is so no one stacks the ballot box. Only to assure no one votes 10 times.
- Deadline Sept 2<sup>nd</sup>.

- Joe: first wave went out to property owners. Second wave to business owners.
- LA: Christina is completing list as she goes out to get information for Netcong Day. That is part of Christina's purpose.
- Ralph, Gina and Cindy met in July to discuss completion of list.
- Bill: not 100% accurate list of businesses, property owners – yes. But not businesses.
- You would think it would be recorded somewhere, but it's not.
- Joe: Even police that have contact lists, don't share it.
- Kathy: Give Christina a deadline to get what she can.
- Maria: I think it's despicable that the town doesn't have a complete business list.
- Tom Lauries (interjection): What we should have done is when we sent letters to property owners, we should have asked the property owners who the tenants are.
- LA: Marketing survey needs to go out ASAP in order to have the marketing report ready in a timely manner.

## XII. Adjournment

Adjournment: A motion to adjourn was made by Vic with the required second from Maria. Meeting adjourned at 8:10pm.

## 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  
Marty Pisano  
William Baumgartner

### **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 Pocarobba-Chairperson  
Bob Hathaway  
Bill Lerman  
Dave Weippert



