

Borough of Tenafly

MAYOR AND COUNCIL

SPECIAL WORK SESSION

MINUTES

TUESDAY, JUNE 18, 2013

PRESENT: Mayor Peter Rustin and Council members Anthony Barzelatto, Barry Honig (left at 9:12 p.m.), Martha Kerge, Nadia LaMastra, Jon Warms, and Mark Zinna

ABSENT: None.

ALSO PRESENT: Borough Administrator Jewel Thompson-Chin
Borough Attorney William R. McClure

At 9:03 p.m. Mayor Rustin read the Open Public Meetings Act Statement: "In compliance with the Open Public Meetings Act P.L. 1975, chapter 231, the notice requirements have been satisfied. Meeting dates for the year are listed in the Annual Agenda; copies are sent to the Record, Suburbanite, and Northern Valley Press and posted on the bulletin board in the lobby of the Municipal Center. Notice of this meeting by the June 12, 2013 Sunshine Notice has been sent to the Record, Suburbanite, and Northern Valley Press and has been posted on the public bulletin board in the lobby of the Municipal Center and Borough Website."

Mayor Rustin thanked the members of the BID for volunteering their time to assist the business community.

C. LaMastra introduced the following members of the District Management Corporation:

- Members Elected by BID property owners - Robin Odabash Brown, James Elias, Carol Geisenheimer, Beth Kreitman and Jarret Quirk
- Members Elected by BID Board - A. Scott Porter, Sally Tether, and Robert Kutik
- Members Elected by the Council - Stephanie Sauer Pasternak and Khalid Mansoor

BID President, Mr. Kutik explained that the board has 8 brand new members and that the purpose of meeting with Council is to provide goals and objectives for the organization and to report back in 4 months.

Ms. Geisenheimer advised that the BID is requesting half of the assessment received last year as there is a surplus of \$184,000. The BID is not seeking an executive director, but needs a part time administrator and a location to store files. Council requested that the Borough Administrator evaluate Borough Hall to determine if any space can be provided to accommodate the organization.

The budget allocation for this staff person will be \$25,000. The BID received its 501(c)(3) status. The BID is seeking to bring in a consultant and has allocated \$65,000 for visual improvements to the area. They have contracted with District Connect, which has improved the website.

C. Kerge inquired about the status of the way-finding signs. Ms. Geisenheimer advised that the BID only has a contract with District Connect for marketing and the website. While no contract for way-finding signs has been assigned, the organization is working on putting banners on lampposts.

Ms. Brown commented that the new board has been completely productive, positive, and energetic. The new website is easier to access and includes a page for landlords to list their vacancies. In addition to Facebook, the BID has been creating a brand identity to market Tenafly with the slogan: our town, your town. Businesses in the district have been spotlighted in the Suburbanite. Creating a database with centralized contact information is a priority and is expected to be completed by the end of the summer. Meeting minutes are posted on the website.

Mr. Mansoor described how Facebook will be used to reach out to customers to promote deals and events and create a social media community. He noted that there may be marketing seminars scheduled in the fall to help get businesses up to date with current marketing strategies.

Ms. Pasternak outlined the role of the business development committee, which split the business district into 4 sub districts to reach out to the businesses in an effort to introduce themselves, offer services, solicit information and establish relationships.

Council commended the District Management Corporation members for their efforts.

The Borough Clerk will review with the Tax Assessor and Chief Financial Officer about the process involving the introduction and adoption of the BID budget.

ADJOURNMENT:

As there was no further business to come before the Council, on a motion by C. LaMastra, second by C. Zinna, and unanimously carried, to adjourn this meeting. The meeting was adjourned at 10:16 p.m.

Respectfully submitted,

Lissette Aportela-Hernandez, MPA, RMC
Borough Clerk