

Englewood Special Improvement District Corporation

Board Meeting

Tuesday, March 20, 2018

8AM

23 East Palisade Avenue

Agenda

1. OPMA Statement
2. Approval of January 18, February 6 and February 20, 2018 Board Minutes
3. Relationship between Englewood Chamber of Commerce (ECC) and Englewood Special Improvement District Management Corp (ESDMC). Marketing and Public Relations Proposal
4. Farmer's Market – 2017 Checks
5. Parking - Gates Flag
6. Banner Poles- ABM Sign
7. Action Plan Worksheet
8. New Business
9. Adjourn

Next Board Meeting

Tuesday, March 20, 2018, 8am, 23 East Palisade Avenue

**ENGLEWOOD SID DISTRICT MANAGEMENT CORPORATION
BOARD MEETING
MARCH 20, 2018
MINUTES**

Board Attendees:

Albert Krull – Chairman – TREECO
Andy Tronick – Vice Chairman – Blue Moon Mexican Cafe
Wayne Hamer – City Council Representative
Dennis Williams – Treasurer – Chick-fil-A
Matthew Cardona – Secretary - Cardona, Cardona
Linda Dunham – Committee for Trustees – Dunham Management Corp.
Marcia Dominguez – Buckley's Drug Store and Mardo's Gifts

Call to Order

Albert Krull called meeting to order at 8:09am. He read the required OPMA Statement describing how the meeting had been advertised pursuant to state law by notifying the City Clerk, The Record and by placing notice on the City bulletin board.

Board Minutes March 6, 2018 were approved by all.

Relationship between Englewood Chamber of Commerce (ECC) and Englewood Special Improvement District Management Corp (ESDMC).

ESDMC includes all businesses in SID District. ECC includes dues paying members in SID District as well as other areas in Englewood and beyond. The biggest difference is ECC has the personal relationships with businesses and government organizations in Englewood and works directly with them. The new Englewood Chamber of Commerce has been in operation since June 2013. **The funding comes from dues only.** There is no office and one staff member, President and CEO, who is paid for 20 hours a week. Karen Rawls was responsible for running ECC, EEDC and was also Downtown Manager. She had an office and was paid by ECC and EEDC. When her position was eliminated, ECC took over a number of areas that needed to be handled. The ECC provides the following services that are paid by EEDC:

- Website includes businesses that are not paying ECC dues
- Major Community Events
- Establishing a brand and tag line – Englewood A Place for Everyone. This was implemented over 2 years ago.
- Three workshops with national consultant Bob Phibbs to help businesses with website and social media.
- Banners – schedule and design for community events
- Print and Social Media Promotions and Design for all City and ECC Events
- Marketing Tools for Businesses
- Englewood Apprenticeship Program

Please note that EEDC was providing funding for all of the above.

ESDMC handles landscaping, WIFI, power washing, holiday decorations etc. both organizations. In towns where there is only SID like Fort Lee, Montclair etc., both are incorporated.

Marketing and Public Relations Proposal (Attached)

The ESDMC Board approve request. Carol noted this amount was from January 2018 to June 2018. Carol will resubmit the numbers reflecting this time period. A new budget will be submitted for fiscal year beginning in July.

Farmers Market

In the past Englewood Economic Development Corp received vendors checks from those participating in Farmers Market. The 2017 checks were not cashed. Dennis Williams will meet with Michael Kaufmann, City of Englewood CFO to looking into getting those checks cashed and also vendor payments this year be made payable to Englewood Special Improvement District Management Corp (ESDMC). The funding will go to public relations for Farmers Market.

Parking

The Parking Committee composed of Matthew Cardona, Marcia Dominguez, Wayne Hamer and Andrew Tronic met to discuss part time and full-time employee parking permits. They looked at the Hang Tag Concept. This is the Westwood Employee Parking Plan. Downtown employees have designated parking. Hang Tags purchased annually by the downtown business owners from the Borough Clerk at a cost of \$10 per tag for use by their employees. A hang tag entitles an employee to park in the designated spaces for .25¢ per four hours. All employee parking meters have yellow heads.

The recommendations

Employee Parking

- Need designated areas close to where employees work
- Need incentives and cost effectiveness
- Provide Hang tag for employee parking only - only in designated spots
- Identify availability
- Payments to be made by employee for Hang Tags

Meters

- Color coded time slots

Roles

- Identify specific roles of the City and SID

Timeline to be completed in July

- Determine priorities for April, May, June and July

Banner Poles

Al Krull is going to get estimates of pole to be installed at 82/82 West Palisade Avenue. Carol Rauscher will secure contact information for ABM signs.

Meeting adjourned at 9:10am

Next Board Meeting

Tuesday, April 3, 2018 at 8am, 23 East Palisade Avenue