

**ENGLEWOOD SPECIAL IMPROVEMENT DISTRICT CORPORATION  
BOARD MEETING MINUTES  
TUESDAY, FEBRUARY 5, 2019  
8AM TO 9AM**

**Board Attendees:**

Albert Krull – Chairman – TREECO  
Linda Dunham – Committee for Trustees – McDonald's  
Wayne Hamer – City Council Representative  
Marcia Dominguez – Buckley's Pharmacy and Mardo's Gifts  
Carol Rauscher – Executive Director

**Other Attendees**

Adam Brown  
Katharine Glynn  
Michael Wildes

**Call to Order**

Albert Krull called meeting to order. 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**

January 8, 2019 Board Minutes approved.

**CHAIRMAN'S REPORT**

**Albert Krull reported:**

In preparation for this meeting included in your board minutes is information on NJ District Management Corporation Statute, Certificate of Incorporation of Englewood SID District Management Corporation and Englewood SID Bylaws. These items note selection of board members, terms of office and voting procedures.

Under Finance the information on NJ District Management Corporation Statute, Certificate of Incorporation of Englewood SID District Management Corporation must be noted for funding process and audit.

There are 3 board member slots. Board approved Marcia Dominguez and Dennis Williams. Rauscher submitted Stacey Goldberg, Branch Manager of Investors Bank. Board tabled for now.

Board approved the following Officers:

- Al Krull – Chair
- Linda Dunham – Vice Chair
- Dennis Williams – Treasurer
- Matthew Cardona – Secretary

# RECOMMENDATIONS FOR 2019 ENGLEWOOD SID PLAN

July 1, 2018-June 30, 2019

Carol Rauscher reported:

## Purpose

- To promote economic growth and employment within the downtown business district and to foster and enhance a robust business environment.

## Goals

The Englewood SID's goal is to attract consumers, businesses, and property owners to downtown Englewood for:

- A safe, clean and prosperous downtown environment
- An Increase in property values and occupancy rates in downtown buildings
- A larger downtown employee base and more business customers
- Major Community Events (Englewood of Commerce , City and SID)
- A consistent and positive image of downtown and Englewood
- A stable organization to concentrate on long-term development, as well as short-term goals.

## Overview

The 2019 plan for Englewood SID will focus on improving regional awareness of downtown consumer amenities and business opportunities in order to improve the overall business climate and customer experience.

## How to Accomplish Goals

### Downtown Marketing

- Shared marketing initiatives with the ECC via email, social media, website, regional print and online publications, physical marquees and billboards.
- The ECC has access to a billboard on Interstate 95 – SID can piggyback onto marketing initiatives with the billboard.
- Utilize DowntownEnglewood.com and Shop-Englewood.com domains for marketing.
- Make widespread use of the tagline and brand endorsed by the businesses: *“Englewood, A Place for Everyone!”*

### Downtown Maintenance

- Daily clean-up and sweeping of sidewalks
- Monthly cleaning of **three** bus stops
- Electric Car Chargers – **five** in parking garage
- Coordinate Holiday Decorations

### Capital Projects

- Install new single-space parking meters throughout the SID
- Install new digital marquees
- Design and Install Way finding signage at city gateways and inside the SID District.
- Garage maintenance, repairs and improvements
- Landscaping

- Cameras – Lot E
- Re-establish WIFI

#### **Work with the City**

- Implement the William Street parking lot improvement plan
- Develop a new plan for business and employee parking with City

#### **City and Englewood Chamber of Commerce Community Events**

- Fashion and Fun Night Out – Wednesday, April 10
- Memorial Day Ceremony and Parade – Monday, May 27 at 10am
- Farmers Market (25<sup>th</sup> Anniversary) – Every Friday, June 7 thru October 25 from 11am to 6pm at Depot Square
- Independence Day Fireworks – Wednesday, June 27 at 7pm
- Yoga in the Park – July thru August in Veterans Park
- Pilates in the Park – July thru August in Veterans Park
- Summer Fest Sidewalk Sale Kickoff – Wednesday, July 24
- Sidewalk Sale - Thursday, July 25 – Saturday, July 27
- 9/11 Ceremony – Wednesday, September 11 at Veterans Park
- Englewood Community Night – Thursday, September 12 6pm to 9pm (Rain date - Monday, September 15)
- Veterans Day Ceremony – Monday, November 11 at 10:30am
- Shop Englewood – November thru December
- Toy Drive – November and December
- Tree Lighting – Saturday, December 7 at 7pm
- Menorah Lighting – Sunday, December 22 at 6pm
- Women’s Health - TBD
- Food – TBD

Plus other major community events – Juneteenth, Flat Rock Brook Trail Run, Walk for Awareness etc.

#### **Recommended Plan of Action**

##### **Implement Digital Signage in three locations for marketing and communications**

- Supplier identified – Adaptive Displays (Valley Sign is local rep)
- Work with City to run electrical connections to the locations
- Begin marketing town events, parking, etc., when marquees are installed

##### **Implement Modern Single Space Meters throughout the Special Improvement District**

- Supplier has been identified – IPS Group M5 Single Space Meters
- Schedule rollout with City to all existing meters
- Two or three 15 minute Free Grab N’ Go spots on Palisade Avenue and 3 additional Handicap spots

- Work with City to implement two hour free parking during holiday season. Easy to manage with IPS meters
- Implement Way finding Signage at Gateways and inside the Central Business District
- Focus on driving visitors to off street parking locations

### **Make improvements to Dean Street Garage to encourage more utilization**

Work with City to implement a consistent maintenance plan:

- Painting
- Lighting
- Safety/Call Boxes
- Security Cameras
- Replace payment kiosks – or implement a gated PARCS system
- Possible first two hours free parking in the garage

### **Parking Lots**

- Work with City to implement the William Street parking lot
- Work with City on employee parking spots

### **Marketing and Public Relations**

- Work with Chamber for cross marketing, online, social media communication, and promotions
- Prana Marketing promotes Englewood in all local/regional print and social media

### **2019 Budget – July 1, 2018 – June 30, 2019**

- Magnolia Gardens – Landscaping - \$18,300
- Level G Associates – Parking Evaluation - \$1,000
- Litter Patrol –Sidewalk Cleaning - \$22,428
- WIFI - ???
- County Windows - Bus Stop Cleaning - \$2,160
- Christmas Spectacular - Holiday Decorations - \$14,680
- PSE&G - Electric Chargers Garage - \$4,848
- PSE&G – Pole 53 - \$1,786.56
- Englewood Chamber of Commerce PR and Marketing - \$35,000
- Aurora Nonprofit Solutions - Bookkeeping - \$5,500
- Magnolia Gardens – trees - \$14,777
- MQS – Audit - \$7,500
- Greenbaum Rowe Smith & Davis LLP – Legal Services- \$3,000
- Carol Rauscher – salary - \$31,075
- Workers Comp – Insurance - \$417
- Adaptive Displays– marquees and digital signage – \$68,000
- IPS parking meters TBD
- Way finding – directional signage TBD

- Misc. (office supplies IT) - \$1,500

## **FINANCE**

Since Englewood SID has been in operation for a year, bookkeeper, accounting firm and bank (to be compliant with NJ State Statute) are needed.

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- Bookkeepers
  - Accounting firms for audit and accountant
  - Banks - Valley National Bank, Lakeland Bank and Investors Bank submitted proposals
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Diana Valle-Patino, City Treasurer recommended, Valley National Bank after reviewing proposals.

**Two important items that pertain to finance are:**

### **Audit**

#### **NJ Statute 40:56-88. District Management Corporation; annual audit**

The district management corporation **shall cause an annual audit of its books, accounts and financial transactions to be made and filed with the governing body of the municipality, and for that purpose the corporation shall employ a certified public accountant of New Jersey.** The annual audit shall be completed and filed with the governing body within four months after the close of the fiscal year of the corporation, and a certified duplicate copy of the audit shall be filed with the Director of the Division of Local Government Services in the Department of Community Affairs within five days of the filing of the audit with the governing body of the municipality.

### **Managing SID funds and paying bills.**

#### **NJ Statute 40:56-83. District Management Corporation; powers**

a. In addition to the powers otherwise conferred pursuant to this amendatory and supplementary act, a district management corporation may exercise those of the powers listed herein as may be conferred upon it by ordinance. A district management corporation incorporated pursuant to Title 15A of the New Jersey Statutes shall exercise its powers in a manner consistent with that title. **b. The district management corporation shall have all powers necessary and requisite to effectuate its purposes, including, but not limited to, the power to : (5) Administer and manage its own funds and accounts and pay its own obligations;**

**These items are also noted in SID Certificate of Incorporation.**

### **Audit**

Greenbaum, Rowe, Smith and Davis LLP has been hired to file 1023 form and register Englewood SID as a 501(c)3 with state and federal government. The audit cannot be

started until this is done. A letter is also being sent to SID about NJ State Statute to administer and manage SID funds and accounts and pay its own obligations.

**Bookkeeper**

Bookkeeper needs to be hired to record information.

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**The meeting was adjourned.**

**Next Board Meeting** - March 5 at TREECO -10 East Palisade Avenue, 2<sup>nd</sup> Floor Conference Room at 8am.