

# Springfield Community Partnership

Business Improvement District

Board Meeting Minutes

July 15, 2014

**Present:** R. Abraham, D. Barnett, R. Camacho, L. Kaswiner, M. Kevoe, M. Scalera, S. Seidel, K. Vitale

**Also Present:** M. Brandowski, A. Cancro, B. Lippman

S. Seidel called the meeting to order at 8:40am.

A motion was made to approve the minutes of June 17, 2014. The motion was seconded and approved unanimously.

## **Treasurer's Report**

B. Lippman reported that we had a balance of \$290,283.97. B. Lippman reviewed the financial reports in the packet. A motion was made to approve the Treasurer's Report. The motion was seconded and approved unanimously.

## **Township Report**

A. Cancro reported that the tax bills are going out. There is a \$.13 per day increase; most of the increase is due to the Board of Education.

A new Rec Department Director, Adam Lieb, was hired and the New Fire Chief, Carlo Palumbo will start on July 22.

There has been no response from Joe Gomes. The attorneys will give him until July 18 to respond to the redevelopment plan. The plan will move forward after that date. A meeting is being held today with Don Rica and his attorney to go over his development plans. B. Lippman and M. Scalera will attend.

The Township Committee put off the vote to put Sara Bailey into the redevelopment zone. They will decide this at a later date. The other two properties were approved to go into the redevelopment zone.

## **Chair Report**

M. Scalera reported that he has been going around to new businesses and getting good responses to the BID programs. The Chamber of Commerce is hosting a networking meeting on July 21, 6:00pm at Sophia's Restaurant. BID members that attend will be paid for by the BID. The cost is \$10 per person.

A discussion took place on whether Seabra's is closing. B. Lippman will reach out to the property owner and see if we can help bring in a food store like Trader Joe's.

## **Executive Director Report**

B. Lippman reported that she received the contract from Keller & Kirkpatrick for \$12,300.00. S. Seidel reviewed the contract and asked that two paragraphs, one involving a cost of living increase and the other regarding ownership of the plans, be removed. B. Lippman will not send in the signed contract until the two paragraphs are removed.

B. Lippman reported that she received an OPRA request regarding our contract and report from JGSC Group. B. Lippman reported that there was a court ruling stating that BID's must adhere to the OPRA request laws. She sent out the info yesterday to the Attorney who is representing the town of Palmyra in a case against JGSC Group and requested the info.

B. Lippman reported that the Towns intern is working on the business list. She received the updates that were made to date. The list is about two thirds completed. We will give it

over to Print Media once the list is fully updated to begin printing the business directory.  
B. Lippman hasn't been able to get another quote for sign placement.

### **Committees**

#### **Marketing:**

#### **Music Concerts:**

Dates and locations are set. July 10, July 24 and August 7. They will be held at Church Mall, Centre Street and Gary Hecht's office. A discussion ensued on the best way to get people to the concerts. It was noted that the posters should be larger. Three sandwich board signs will be used around town. Locations will be reviewed for next year. Businesses need to participate. Mike and Beth will visit businesses on Morris Ave and across from Gary Hecht's office.

#### **Mytown Marketing**

Next event is Savor Springfield. Kurt distributed materials to all the eateries and getting good participation for this event (July 22, 23 & 24).

Kurt promoted the music festival to the businesses. He has scheduled three videos to shoot, Mack Camera, Club 22 and Gary Hecht.

He is scheduled to visit businesses and sign them up for the APP Rewards Program.

Facebook is very active.

#### **Old/New Business**

A suggestion to have street vendors at the concerts was made. The group will look into this.

There will be a free summer concert on September 8 at the High School. More information will follow.

There being no further business the meeting was adjourned at 9:40am.

Respectfully submitted by:

Beth Lippman, June 25, 2014

**The next meeting will be held on July 15, 2014, 8:30am, Investors Bank,  
193 Morris Ave.**