

Pompton Lakes Community Partnership

Board Meeting Minutes

March 23, 2023 4:20 to 5:30 PM

Present: Robert Walker, Lindsay Janel, Nizar Tellawy, Rob Fortunato, Rick Tuminello Jr., Bill Baig, Michael Sciacchetano, Ryan Gosiker, Susan Barone, Al Evangelista, Art Kaffka, Maria Kent, David Pulice, Bill Houston, William Lowe, Valerie Coll

Minutes from Jan 19, 2023 meeting approved - W. Lowe - L. Janel

Borough Report/Redevelopment - Bill Baig

- CJM Building - no recent info available, Smith property to go before Planning Board for new proposal, Soojian apartment building project approved, no start date. (former Fritz & Cooper gas station)

Chairman's Report - Rob Walker

- Budget came back in need of review, not on the schedule for this meeting
- Election results/votes - R. Walker 14, R. Fortunato 13, R. Tuminello 12, D. Pulice 4, M. Riccobono 2

Marketing/Events

- BID social media current subscribers = 4,065 plus facebook paid promotions for special events
- "Culinarily Diverse" Foods of the world awareness continues to keep attention on international restaurant selections
- Pampered in Pompton - Just launched, 11 businesses taking part offering discounts for "Early Spring Specials" week.
- Summer Events to include Art on the Ave, Paint & Plant May 13, Memorial Day Weekend Big Band Concert May 27, June, July and August Summer Concert Series, Scarecrow Contest & Pumpkin Painting October. Spring/Summer/Fall event budget approved for 25,000. Motion to approve: R. Tuminello - R. Fortunato
- Discussed direct mail option to add to digital marketing to promote businesses (now inexpensive to do mailings)
- BID sponsorship/presence/contribution to be visually recognized during all events, projects, etc.
- Wine, Dine & Win - Restaurant promotion to win BID Bucks. Details TBD
- BID BUCKS Sale - Saturday, May 20 - PLHS Parking lot - 11 to 1 PM while supplies last
- Memorial Day weekend concert May 27 featuring Bloomingdale Big Band and lunch take out picnic specials

Visual Improvement

- Grant Program reviewed for approval - R. Fortunato, L. Janel, R. Tuminello - Signage, Lights and Awning 3 estimates required, pay on the lowest BID up to \$2500. Applications subject to review and approval. Grant program to be introduced and outlined on website. Motion to approve: S. Barone - L. Janel
- Revisit Facade Grant and possible Relocation Grant at a future date.

Misc

- Maria Kent - 20th Annual River Clean Up Project - Columbia Bank donated \$750 for the purchase of T-Shirts. Local volunteers and also outside groups on board to help out.
- BID to donate \$500 in BID Bucks for the event. Motion to approve: L. Janel - S. Barone
- "WHAT DOES THE BID DO?" - Flyers to EPC event
- Art Kaffka - PL SHRED IT event - April 22 - 8 am to 11 am - PLHS parking lot
- Al Evangelista - Fire Dept WETDOWN Celebration Firehouse - Saturday, Sept 9, 2023 - New ladder truck. Also brought up the need for welcome signage at the entrance areas into the PL Business Districts, possibly utilizing unused abandoned pole signs at the two former gas stations at the corner of Hamburg Turnpike and Ramapo Ave (Pinoy Auto) and at the former Selsors Gas Station on the corner of Colfax and Lakeside Aves. Draft sign design will be created for proposal to property owners.
- Wanaque Avenue daily sidewalk trash issues are continuing to increase. BID unable to enforce.

Motion to adjourn: 5:30 PM - L. Janel - R. Walker