**Bloomingdale Economic Development Commission Meeting Minutes**

**Meeting Date:** 1/20/2016

**Time:** 7:00pm

**Location:** Council Chambers

**Present:**

* Elisa Kolenut
* Suzanne Osborne
* Paul Laman
* John Graziano
* Elaine Petrowski

**Non Members Present:**

* Jon Dunleavy
* Art Kafka, Pompton Lakes Business Improvement District (BID)

**Absent with Notice:**

* Donna Tuason
* Phil Arena

**Absent without Notice:**

**Meeting Discussion:**

1. Reviewed preliminary survey results. Approximately 450 responses were received as of the meeting date. Discussed certain responses which appear to be trending including public space and lack of interest in a theme for Main St. Agreed that it was too early and enough data had not been analyzed to sufficiently analyze the results.
2. Discussed a review of the Borough ordinances that would pertain to businesses operating on Main St. and Union Ave. A review performed by the Economic Development Commission (EDC) should entail any major ordinances which appear to be in violation by local businesses, or any potential opportunities to expand on. After the EDC performs this review, we may decide to send results to the Mayor and Borough Council with any recommendations.
3. Confirmed that first robo call message was delivered on 1/20. The Mayor will send another message this coming Saturday 1/23/2016.
4. Reviewed commercial survey. Decided to sample businesses focusing on those located on Hamburg Tpk and Union Ave. EDC members will split this list and hold discussions with those businesses. The tentative due date of March 1st was suggested to have these discussions completed.
5. Guest Art Kafka of the Pompton Lakes BID educated the EDC on the BID setup in that Borough. See Appendix A for detailed notes from this meeting.

**Action Items for Next Meeting:**

1. The Mayor to resend robo call on 1/23/2016.
2. Suzanne to begin review of Borough ordinances and report back to the EDC.
3. John G. to sample businesses for EDC members to pole for the commercial survey. He will divide the list and assign to EDC members.
4. John G. to reformat the survey and circulate to EDC members.
5. All EDC members to review the reformatted commercial survey and provide any last edite.

**Appendix A**

1. The Pompton Lakes Business Improvement District (BID) is currently comprised of 13 Board members.
   1. The initial BID Board members were selected by the Pompton Lakes (Borough) Mayor.
   2. Beginning in the second year and thereafter, Board members are voted in via building owners with properties in the Borough.
      1. 1 vote is granted for each building, so a building owner may have several votes.
2. The BID was created by ordinance proposed by the Borough Mayor and approved by the Borough Council.
   1. Annually, the Council must re-confirm the ordinance for the BID.
   2. Borough business owners were not provided a choice on whether to join or not. Also, there buy in was not required to approve the ordinance.
3. The BID is organized as follows:
   1. Board of Directors
   2. Visual Improvement Committee (VIC)
      1. The Borough establishes an ordinance requiring business and building owners to submit their proposal to the VIC and receive approval prior to continuing to the Planning Board, Building Department or other required departments/boards.
      2. Receive required documentation including pictures, plans, bids, etc. Once approved, the VIC sents a letter to the Building Department, Planning Board, or whoever is the next step in the process.
      3. After improvements are completed and paid for, the requestor submits their receipts to the VIC for reimbursement.
   3. Marketing Group
      1. Develop BID Bucks (see below).
      2. Hire professionals to conduct marketing campaigns, surveys, coupons programs, etc.
      3. Promote grand openings for stores by inviting local news reporters, advertising the grand opening, and coordinating with other Borough committees and organizations to encourage attendance.
4. The BID operates in the following ways:
   1. Each building owner is taxed by a small percentage on their properties assessed value. This tax is used to fund the BID. The Borough BID revenues are approximately $300,000 and are used the following ways.
      1. BID Bucks – Used as currency for Borough businesses only. Borough business can choose not to accept. Offerings for BID Bucks occur 4 times a year. As an example, a consumer purchases 150 BID Bucks by paying the BID $100. The additional $50 is funded by the BID. Businesses redeem their BID Bucks from the BID for cash ($150 in the above scenario).
      2. Business owners may request funds to use toward outside lighting, signage, and awnings.
         1. Reviewed and approved by the VIC. Require 3 bids. Provide funds up to half of the lowest bid.
      3. Building owners may request funds to use toward building upgrades typically to facades and other outside improvements.
         1. Reviewed and approved by the VIC. A maximum of $5,000 can be received per business housed in the building. For example, a building which houses 4 business can receive up to $20,000.
      4. To hire professionals to run the BID and provide marketing services (e.g., coupons).
5. Additional Commentary
   1. Although business and building owners have and continue to disagree with the BID, positive and tangible benefits have been achieved through the BID. Store fronts have been requesting funds to update their facades. Business owners are accepting BID bucks.
   2. The BID does not offer or suggest any tax incentives.