

April 14, 2010

TO: Red Bank RiverCenter Board Members

FROM: Michael Warmington, Secretary, Prepared by Harriet Cook

RE: Minutes of April 14th Board of Directors Meeting

Present: Valerie Aufiero; Tom Cappello; Bob Clark; Mary DeMont; Tom Fishkin; Robin Fitzmaurice; Mary Eileen Fouratt; Ned Gaunt; Sue Greco; Jay Herman, Art Murphy; Danny Murphy; Marie Racioppi; Steve Raciti; Lynda Rose; Numa Saisselin; Michael Warmington.

Absent: Tony Cava; Carl DeAngelis; Cathy Murray; Ingeborg Perndorfer; Jack Readie; Vicky Schade; Patti Siciliano, Stanley Sickels; Vance Valente; Michael Warmington; Dorothy Whitehouse; Leo Zeik.

Also present: Nancy Adams; Anthony Barbera; Harriet Cook; Margaret Mass.

T. Fishkin welcomed everyone to the meeting and introduced Joyce Caltaldo Sileno, the new Program Manager.

Minutes: M. Warmington asked for a motion to approve the February minutes. M. Racioppi made a motion to accept the minutes and the motion was seconded by L. Rose. The minutes were unanimously approved.

Financials: R. Fitzmaurice asked if there were any questions regarding the February financial report. A motion to accept the report was made by M. DeMont and seconded by S. Raciti. The financial report was unanimously approved.

Chairman's report: T. Fishkin reported that the Restaurant Association is meeting regularly and discussing ideas for promotions. They would like to see four seasonal events, and include the arts and theaters in the promotions. An Oysterfest is planned for Sept. 26. The staff reports are sent out by email.

Task Forces Reports:

Visual Improvement Committee: S. Raciti reported that the committee is working on the following signage:

- Red Bank Nail Salon, 62 Broad St.
- Cake Red Bank, 19 W. Front St.
- Bella Mystique, 43A Broad St.

They also have reviewed new canopies at Caesar's Creations, 68 Broad St. and New Corner Restaurant on E. Front Street. Discussion followed regarding the parking lot near Surray Luggage and Staples. The chain link fence is in need of repair and discussion followed regarding pavers, benches and landscaping.

**Red Bank RiverCenter
Board Minutes
Page 2**

Correspondence: none

Old Business: none

New Business:

Anthony Barbera spoke about the need for additional marketing and advertising outside of the area. He spoke about what advertising Pier Village and Asbury Park have done to attract visitors. Discussion followed among the members on what advertising and marketing ideas would be possible. T. Fishkin said that RiverCenter has already planned to put additional funding toward marketing and advertising this year. The parking and capital improvement category will not be funded this year.

A motion was made to adjourn the meeting by M. Racioppi and seconded by M.E. Fouratt. The meeting was adjourned at 6:45pm.