

Feb. 10, 2010

TO: Red Bank RiverCenter Board Members

FROM: Michael Warmington, Secretary, Prepared by Harriet Cook

RE: Minutes of Feb. 1st Board of Directors Meeting

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Present: Valerie Aufiero; Tom Cappello; Bob Clark; Carl DeAngelis; Mary DeMont; Tom Fishkin; Robin Fitzmaurice; Mary Eileen Fouratt; Ned Gaunt; Jay Herman, Cathy Murray; Ingeborg Perndorfer; Marie Racioppi; Steve Raciti; Jack Readie; Lynda Rose; Vance Valente; Sue Vodarsik.

Absent: Tony Cava; Art Murphy; Danny Murphy; Numa Saisselin; Patti Siciliano, Stanley Sickels; Michael Warmington; Dorothy Whitehouse; Leo Zeik.

Also present: Nancy Adams; Harriet Cook; Dan Dunn; Margaret Mass; Mike Simpson; Diana St. John; Tom Werder.

T. Fishkin welcomed everyone to the meeting and introduced new board members: Tom Cappello, Gaetano's; Carl DeAngelis, a lawyer in Red Bank and Visual Improvement Committee member; and Cathy Murray, Investors Savings Bank.

**Minutes:** M. Warmington absent. H. Cook asked for a motion to approve the November minutes. M. Racioppi made a motion to accept the minutes and the motion was seconded by V. Valente. The minutes were unanimously approved.

**Financials:** R. Fitzmaurice asked if there were any questions regarding the 2009 final financial report. A motion to accept the report was made by M. Racioppi and seconded by J. Readie. The financial report was unanimously approved.

**Chairman's report:** T. Fishkin reported that the staff reports are sent out by email. Fishkin said there had been meetings with the Arts & Antique District members to discuss marketing plans. They would like to get the restaurants together to market the expanded district. Marketing tools would be a Facebook fan page and other events to have in that area, along with a major event. Currently several events have taken place in the area: StreetLife, Horse and Wagon, Pictures with Santa; all helping to identify the area.

**Executive Director's Report:** N. Adams reported that Valerie Ryan, Program Manager, had resigned to take a job with Meridian as an Event Coordinator. The Executive Committee discussed whether to replace her and have been discussing the budget to utilize the funds differently in 2010. Wedding Walk, a new event, with the Molly Pitcher and Oyster Point Hotel, on March 20 will bring brides and wedding parties into Red Bank and establish Red Bank as a destination for weddings. There are over 30 businesses participating with a grand prize drawing at the end of the day at the hotel. The event is also partnering with The Knot and NJ wedding.com. The Molly Pitcher and the Oyster Point paid for the landing page – [onlyoneweddingredbank.com](http://onlyoneweddingredbank.com)

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The Parking committee will meet with the Mayor and Council to discuss parking fees. We are trying to keep free parking on Saturdays, and the borough is looking to repeal that and expand hours. The committee will propose other solutions. There has been a decrease in state aid and with the poor economy, the borough has also been talking about layoffs at the borough level; they are trying to make up for lost income.

#### **Task Forces Reports:**

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

- Urban Outfitters
- 116 Broad – Butterfly Art Gallery
- Frozsurt
- Staples

Other items – sandwich board signs. They want to revise the requirements and present to the borough to include board signs. Further discussions were held on LED holiday lights, Merchants asked for assistance for façade renovation – Professional Pharmacy, Frozsurt Store, and Parking committee comments.

**Correspondence:** none

**Old Business:** none

#### **New Business:**

H Cook reported that so far there are 16 restaurants signed up for Dine Downtown for March and reminded everyone to visit the restaurants for the Tuesday and Wednesday specials during the month.

N. Adams reported that she has been working on business recruitment since last fall and had interest from a Westfield boutique and some other potential retail stores.

N. Gaunt said that the NJ Arts awards had placed Red Bank organizations in 7 categories. Check out the list at [jerseyarts.com](http://jerseyarts.com).

Visitors Center: M. Mass reported she had been working on the Wedding Walk, and the Jersey Shore Visitors Center organization. Bob Hilton is the new Executive Director, who is working on a new marketing program to promote the area.

M. Simpson said everyone should go see Say Dance program at Brookdale.

T. Cappello suggested the organization should take advantage of the river to do events – ice boat, canoe races. Cappello also said more signage is needed, along with a map of where everything is located. He suggested it could be done with sponsorship dollars. C. DeAngelis also discussed better use of the river. Discussion followed about how to take advantage of events in and surrounding the river.

A motion was made to adjourn the meeting by C. Murray and seconded by V. Valente. The meeting was adjourned at 6:20pm.