

**Regional Center Partnership of Somerset County
Approved
Wednesday, December 5, 2018 Meeting Minutes**

Name/Organization

Voting Members

Troy Fischer, Chair, Regional Center Partnership (RCP)
Daniel Hayes, Mayor, Bridgewater
Angela Knowles, Raritan Borough Planner
Dennis Sullivan, Mayor Somerville
Lisa Werner, Somerville Planning Board
Richard St. Pierre, Somerville
Bernie Navatto, SC Planning Board
Walter Lane, SC Planning Division
Michael Kerwin, SC Business Partnership
John Maddocks, SC Business Partnership (Alternate)
Anthony Tufaro, Ethicon Somerville

Non-voting County Support Staff

James Ruggieri, SC Planning Division

Non-Voting Guests

Kyle Clonan, NJ Water Supply Authority (NJWSA)
Phil Decker, Somerville resident
Rich Reitman, The Reitman Group

The meeting commenced at 5:30 PM.

Business Items

Call to Order

RCP Chair Troy Fischer called the meeting to order.

Attendance Roll Call

Principal Planner James Ruggieri read through the roll call and noted for the record the voting members that were in attendance.

Chair's Remarks

Chair Fischer welcomed Dennis Sullivan as the new mayor of Somerville. Mayor Sullivan noted the current Somerville Council representative vacancy on the Regional Center Partnership will be filled.

Adoption of Meeting Minutes for July 18 and September 13, 2018

Chair Fischer asked if there were any corrections to the July 18 or September 13 meeting minutes; there were no corrections. The decision was made to adopt the July 18 and September 13 meeting minutes as a single motion. Somerville Local private/institutional sector representative Rick St. Pierre moved to adopt the meeting minutes for July 18 and September 13, 2018; Somerset County Planning Board Chair Bernie Navatto seconded the motion.

A voice vote was taken resulting in the following voting record:

Ayes: 9

Nays: 0

Abstentions: 0

The motion was approved.

Treasurer's Report for December 5, 2018

Mr. Ruggieri gave the Treasurer's Report for December 5, 2018 which covered the period from July 18 through December 5, 2018. Following some brief discussion, Chair Fischer asked for a motion to approve the Treasurer's Report. Mr. Navatto moved and Somerset County Planning Director Walter Lane seconded the motion.

A roll call vote was taken resulting in the following voting record:

Ayes: Troy Fischer, Dan Hayes, Angela Knowles, Dennis Sullivan, Lisa Werner, Rick St. Pierre, Bernie Navatto, Walter Lane, Mike Kerwin and Tony Tufaro.

Nays: none

Abstentions: none

The motion was approved.

Suburban Disadvantage Update

Somerset County Business Partnership Vice-President for Economic Development John Maddocks reported that the Somerset County Business Partnership, as project manager for the analysis of the Grow NJ business incentives program relative to the Regional Center and Somerset County as a whole, fulfilled its contractual requirements to the RCP by presenting a PowerPoint and summary of its findings at the September 13 special joint meeting of the Somerset County Board of Chosen Freeholders and the Regional Center Partnership of Somerset County. Mr. Maddocks summarized the findings documented in the *Suburban Disadvantage* report.

Mr. Maddocks noted that only the state legislators can change the Grow NJ legislation. After getting RCP's concurrence, the Business Partnership undertook an extensive outreach to the 18 legislators (six senators and 12 assemblymen) representing Somerset County. To date Senators Christopher "Kip" Bateman, Tom Kean, Jr., and Bob Smith have been briefed along with Senate President Steve Sweeney. New Jersey Economic Development Authority Executive Director and his Chief of Staff have also been briefed. The New Jersey Association of Counties has also been briefed. The 12 State Assembly members representing Somerset County have been invited to attend a briefing scheduled for December 15 at the Somerset County Business Partnership.

Mr. Maddocks said three specific requests were made at the meetings with the legislators: to eliminate from any new state business incentives program the "90 percent limiter" for suburban projects; to continue the job retention incentives which has been critical to Somerset County's job retention efforts; and to give the highest prioritization to locally designated growth and investment areas such as designated redevelopment and priority growth areas (e.g., the Regional Center) as qualifying for the highest level incentives.

Mr. Lane noted Governor Murphy recently released his state economic incentives plan which focuses almost exclusively on job creation while leaving out job retention. Discussion followed in relation to the *Suburban*

Disadvantage report's findings. Mr. Maddocks noted that, given the uncertainty of when and how the legislators will address the Grow NJ issue, it may be necessary to retain professional assistance to craft our own legislation.

Public Comment Period

There were no public comments concerning the Action items on the agenda.

Action Items

Raritan River Rain Barrel Rebate Program

Mr. Ruggieri noted in everyone's meeting packet was a proposal to continue the Raritan River Rain Barrel Rebate Program through October 31, 2019 while funding remains available. The program was last extended in September 2017 to October 2018. \$4,177.35 remains in the rebate program. The program criteria and eligible rebate amounts will remain the same. Mr. Ruggieri added that in September Chair Fischer sent a letter on behalf of the RCP advising the New Jersey Water Supply Authority (NJWSA) of RCP's intent to continue administering the program in 2019 and that formal action regarding same would need to be taken at the next regular RCP meeting. Accordingly, staff requests RCP approve the proposal to continue the program through October 2019.

Chair Fischer asked for a motion to continue the Raritan River Rain Barrel Rebate program through October 2019. The motion was made by Mr. Navatto and seconded by Raritan Borough Planner Angela Knowles.

A roll call vote was taken resulting in the following voting record:

Ayes: Troy Fischer, Dan Hayes, Angela Knowles, Dennis Sullivan, Lisa Werner, Rick St. Pierre, Bernie Navatto, Walter Lane, Mike Kerwin and Tony Tufaro.

Nays: none

Abstentions: none

The motion was approved.

Funding Allocation for Year 2 of Competitive Contract for Audit & Tax-Related Services

Mr. Ruggieri noted that in everyone's meeting packet was a list of Potential Funding Allocations being recommended for commitment out of the 2018 Budget. The first item in the list is funding for Year 2 of the competitive contract for auditing & tax-related services. Mr. Ruggieri shared that, following a public bidding process to procure professional services, in January, 2018 RCP awarded a 24-month competitive contract to Suplee Clooney & Company for \$3,400 per year to prepare the annual audit report and provide tax-related services for the years ending December 31, 2017 and December 31, 2018. In May Suplee Clooney completed these tasks for year ending December 31, 2017 ("Year 1") and was paid with funds previously committed out of the 2017 budget. To ensure there is adequate funding in place for Year 2 of the contract, staff and the Executive Committee recommend allocating \$3,400 out of the 2018 budget. A contract for Year 2 is still required which can be awarded at the January 16, 2019 meeting.

Following some discussion, Chair Fischer asked for a motion to allocate \$3,400 from the 2018 Budget for Year 2 of the Competitive Contract for audit and tax-related services. The motion was made by Somerset County Business Partnership President & CEO Mike Kerwin and seconded by Somerville Planning Board Vice-Chair Lisa Werner.

A roll call vote was taken resulting in the following voting record:

Ayes: Troy Fischer, Dan Hayes, Angela Knowles, Dennis Sullivan, Lisa Werner, Rick St. Pierre, Bernie Navatto, Walter Lane, Mike Kerwin and Tony Tufaro.

Nays: none

Abstentions: none

The motion was approved.

(Marketing Consultant Rich Reitman excused himself from the meeting before any discussion commenced about the potential funding allocations for the Website Upgrade and the Strategic Marketing Plan and Implementation Activities.)

The decision was made to act on the funding allocation for the Website Upgrade and the funding allocation for the Strategic Marketing Plan and Implementation Activities as a combined motion.

Funding Allocation for Website Upgrade

Mr. Ruggieri noted the 2018 budget anticipates allocating funding to upgrade the website. Some initial steps were recently taken to help prepare the website for the upgrade. After conferring with the Executive Committee, staff worked with GoDaddy who hosts RCP's website to move RCP's domain name hosting account from the existing legendary hosting platform to a new modern platform, complete content migration to the new hosting platform, and register rcpsomersetnj.org and rcpsomerset.org as primary and secondary domain names respectively which will be activated when the new website is up and running. These tasks were accomplished at a reduced price offered by GoDaddy for undertaking these tasks concurrently.

The next step is to redesign the website. Mr. Ruggieri described the website upgrade scope of work tasks which consist of adding a Content Management System using WordPress, making the website more attractive and mobile communications friendly, complete file migration to the new domain host name, and provide post-launch technical support and training. Staff has estimated an approximate cost range for these services. To provide some flexibility, staff is suggesting the funding amount be sufficiently robust to enable RCP to respond if an opportunity is presented to add extra features to enhance the functionality of the website; these extra features could added as part of the website redesign or, once the new website is up and running, over a period of time as updates. Staff is recommending allocating a not to exceed amount of \$17,500 from this year's budget under the Public & Business Education line item. Staff hopes to have an RFP ready for release in January with proposals received and reviewed in time to recommend awarding a contract in March.

Funding Allocation for Strategic Marketing Plan and Implementation Activities

Mr. Ruggieri summarized some of the marketing-related changes that were implemented at the beginning of the year notably the reformatted newsletters which were part of the effort to reach more people from a more generalized audience. In contrast, there is a bigger underlying question -should we also give focused attention to reach targeted audiences and, if so, who are they and what is the most effective way to reach them? After discussing this with the Executive Committee, the recommendation is to allocate out of this year's budget under Plan Implementation up to \$30,000 for two purposes: to set aside approximately \$5,000 for professional services to create a strategic marketing plan to address these questions; and possibly utilize up to \$25,000 to implement the plan's recommendations.

Discussion followed. It was noted that the funding could be used as a possible grant match to leverage additional funding or to help complement existing marketing efforts either underway (; e.g., the Somerset County Business Partnership) or new marketing messages from downtown Somerville and Raritan Borough.

At the conclusion of the discussion, Chair Fischer asked for a motion to earmark funding from this year's budget for the Website Upgrade and for the Strategic Marketing Plan and Implementation Activities either as presented or with any amendments thereto. Mr. St. Pierre moved to allocate the funding as presented; Ms. Werner seconded the motion.

A roll call vote was taken resulting in the following voting record:

Ayes: Troy Fischer, Dan Hayes, Angela Knowles, Dennis Sullivan, Lisa Werner, Rick St. Pierre, Bernie Navatto, Walter Lane, Mike Kerwin and Tony Tufaro.

Nays: none

Abstentions: none

The motion was approved.

The RCP opted to act on the funding allocation for Strategic Initiatives and the funding allocation for the Phase 2 of the Pedestrian Safety Enhancement Challenge Grants as a combined motion.

Funding Allocation for Strategic Initiatives

Mr. Lane shared that, as discussed at the Executive Committee meeting, following the September 13 presentation of the *Suburban Disadvantage* report, staff thought it would be prudent to recommend committing funding in an amount that would be sufficient to implement the recommendations of the *Suburban Disadvantage* report or something related to this that would help the competitive standing of the Regional Center and Somerset County. Staff discussed this with the Executive Committee who supports allocating up to \$40,000 out of the 2018 budget.

Some discussion followed. Mr. Lane noted it may be necessary to partner again with the Business Partnership to pursue the *Suburban Disadvantage* report recommendations and with the possibility of committing funding to retain professional assistance to help write our own legislation.

Funding Allocation for Phase 2 of Pedestrian Safety Enhancement Challenge Grants

Chair Fischer and Mr. Lane summarized the purpose of the pedestrian safety enhancement challenge grant program which overall have been successfully implemented. To help keep the momentum going, the Executive Committee is supportive of the recommendation to commit out of this year's budget up to \$45,000 to be used to offer a "Phase 2" of the Pedestrian Safety Enhancement Challenge Grants. The three towns have indicated they can use the funding to either expand upon an existing pedestrian safety enhancement project or pursue a new pedestrian safety-related project. In light of this, the Executive Committee recommends committing \$45,000 from the current budget under Plan Implementation to offer \$15,000 per town for a second phase of the Pedestrian Safety Enhancement Challenge Grants and to advance the Regional Center Strategic Plan goal of making the Regional Center a bicycle and pedestrian haven. Committing the funding now will allow release of the challenge grant applications in January so that proposals can be submitted for action in March with project implementation commencing in the spring.

Following some brief discussion, Chair Fischer asked for a motion to allocate up to \$40,000 for Strategic Initiatives and up to \$45,000 for Phase 2 Pedestrian Safety Enhancement RCP Challenge Grants; the motion was made by Ms. Werner and seconded by Somerville Mayor Dennis Sullivan.

A roll call vote was taken resulting in the following voting record:

Ayes: Troy Fischer, Dan Hayes, Angela Knowles, Dennis Sullivan, Lisa Werner, Rick St. Pierre, Bernie Navatto, Walter Lane, Mike Kerwin and Tony Tufaro.

Nays: none

Abstentions: none

The motion was approved.

Information Items

Draft Preliminary 2019 Budget & Workplan

Mr. Lane noted that copies of the Draft 2019 Preliminary Budget & Workplan are included in everyone's meeting packet. The preliminary budget figures were prepared in anticipation of the successful allocation of the aforementioned funding commitments out of the 2018 budget resulting in an estimated surplus rollover of approximately \$39,000. The 2019 budget assumes the same funding rates from Somerset County and the three Regional Center municipalities. The 2019 budget allocates up to \$109,462 for Regional Center Strategic Plan Implementation which can be used to support an implementation project recommended in the Regional Center Strategic Plan such as creative placemaking initiative; \$5,000 would be reserved for Non-Profit Legal/Accounting (eg, the 2019 audit), and \$23,000 for public and business education activities (newsletters, press releases, etc) for a total budget of \$137,462.25. The estimated rollover figure may be reduced to reflect any interim expenses between now and January. Some brief discussion followed; staff noted the budget is being presented for review now and a final budget will be presented for action in January.

Preliminary Meeting Dates for 2019

Mr. Ruggieri presented the schedule of proposed meeting dates and times for 2019; The meetings would continue to be the third Wednesday of every other month at 5:00 PM; the exception being Thursday November 7 which is intended to avoid a conflict with the annual League of Municipalities conference which is held the week before Thanksgiving; Mr. Ruggieri further noted staff has confirmed there is no conflict with Rosh Hashanah (sundown September 29) and Veterans Day (Monday November 11).

Marketing Update

Consultant Rich Reitman reported that he has been able to resume retrieving website activity data (Analytics) and is now sending weekly Analytics reports to staff every Friday. Working with staff he has completed and distributed the November newsletter and is currently working on the January newsletter. The stakeholder email list has nearly doubled to about 250. Website information continues to be updated. Mr. Ruggieri added he is also working to complete the review of the updated "white paper."

Municipal and Other Reports:

Somerville Mayor Dennis Sullivan reported Downtown Somerville Association at the beginning of the new year will change over to a 501(c)3 organization and will have a selected Board of Directors; the Borough is in the process of hiring a new Executive Director. The Brew Pub continues to make progress on their site and is getting closer to opening soon. The redevelopment of the former Litgo tract is moving forward with site preparation underway and foundation permits issued. The redevelopment of the former Baker & Taylor site received Planning Board approval for their redevelopment project to construct residential apartments featuring different façade treatments. JSM's site plan application for the vacant portion of the Somerville Town Center redevelopment project has been deemed complete and is on the Planning Board agenda for December 12. Mayor Sullivan encouraged everyone to visit downtown Somerville and asked Mr. St. Pierre for any comments regarding activity in the downtown. Mr. St. Pierre shared that overall things are vibrant; he also noted some turnover is expected to happen in response to increasing rental rates.

Bridgewater Mayor Dan Hayes reported the Heritage Inn mixed-use site plan application to redevelop the former Days Inn on Route 22 has been approved for two Marriott hotels, four restaurant pads and two medical office pads. The New Jersey Center of Excellence Planning Board hearing has been carried to the next Planning meeting in January. Eden Woods Realty is preparing their site for construction of the Patriot Greens project. Mayor Hayes and Mr. Kerwin reported on the Nestle ribbon cutting event, noting that Governor Murphy attended the event and cited Nestle as an example of the innovation-type economy the Governor wants to support for economic investment in New Jersey. Nestle searched for 2 years before selecting the Bridgewater location.

Raritan Planner Angela Knowles reported Raritan's Technical Review Committee has met with the redeveloper of the LaGrange Street site regarding conceptual housing proposals for senior residents and young families.

Raritan's Historic & Cultural Committee is continuing to solicit design proposals for the Raritan Borough Bench Art Creative Placemaking Challenge Grant project. The goal is to "wrap" the benches in the spring and have an unveiling at an arts festival.

Raritan's Comprehensive Downtown Revitalization and Redevelopment Strategy proposal was accepted by the North Jersey Transportation Planning Authority (NJTPA) for inclusion in the Planning for Emerging Centers Program. The proposal is to create an economic and redevelopment plan for the Somerset Street area from the Raritan Train Station to the Raritan River and including the former Stop & Shop site on Orlando Drive. They are also looking at ways to connect the neighborhoods north of Route 202 with downtown and the Raritan River. A scope of work is being developed for the Request For Proposals.

Somerset County Business Partnership Mr. Kerwin noted the Business Partnership's Annual Meeting will be held on December 10 where Somerset County Planning Board will receive the Economic Vitality Award in recognition of their work to improve the county's competitive advantage. Mr. Kerwin cited Lab Corp as a case in point illustrating how the County in collaboration with Raritan Borough was instrumental to helping keep Lab Corp from leaving Raritan and Somerset County.

Somerset County Planning Board

Mr. Lane noted that Raritan's Emerging Centers grant award represents the third consecutive grant award to be awarded to a Somerset County municipality following Bound Brook and Green Brook who also were awarded Emerging Centers grant in Rounds 1 and 2. This is a tremendous achievement for Raritan and serves to illustrate what can be accomplished through the County's planning efforts to assist its towns and as exemplified by the kind of collaborative work done by the Regional Center Partnership.

Mr. Lane announced that a public meeting will be held on December 6 at the Fire Academy to receive public input for the County's draft Hazard Mitigation Plan. Mr. Lane noted the plan embodies the same kind of resiliency concepts found in the Regional Center Strategic Plan.

Public Comment Period

There were no public comments concerning regarding any items not on the agenda.

Adjournment

There being no further discussion, the meeting was adjourned.

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Treasurer's Report for
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Starting Bal. checking as of 7/18/2018: \$42,838.08

less expenses: 7/18/18 thru 12/5/18

<u>Date</u>	<u>Item</u>	<u>Amount</u>
8/13/18	<i>Voided \$30 RCP uncashed check for NJ Div of Consumer Affairs</i>	\$30.00
8/13/18	Somerset Cty (RC Strategic Plan)	-\$129.00
8/13/18	The Reitman Group	-\$1,500.00
9/6/18	Raritan Boro -Placemkg grant	-\$7,500.00
9/6/18	Somerville Boro -Placemkg grant	-\$7,500.00
9/6/18	Raritan Boro -Ped. Safety grant	-\$5,375.00
9/7/18	<i>J Ruggieri reimbursemt for NJ Div Cons Affairs filing fee</i>	-\$55.00
9/12/18	The Reitman Group	-\$1,500.00
10/15/18	SC Business Partnership: <i>2nd half grant payment for Strategic Econ Dev Activities</i>	-\$20,000.00
10/15/18	The Reitman Group	-\$1,500.00
10/15/18	Somerville Boro -Ped. Safety grant	-\$15,000.00
11/7/18	<i>J Ruggieri reimbursmt for GoDaddy website services inc. domain host upgrade</i>	-\$673.31
11/26/18	The Reitman Group	-\$1,500.00
11/29/18	Bridgewater Twp -Ped. Safety grant	-\$7,500.00
	subtotal of expenses:	(\$69,702.31)

Deposits 7/18/18 thru 12/05/18:
9/12/2018 Dep from Money Market acct \$50,000.00

Ending Bal (checking) after exp & dep: **\$23,135.77**

Sum of checking and money market accounts: **\$229,218.38**
Less total Committed But Not Expend: \$54,646.42

Uncommitted Funds **\$174,571.96**

Money Market Account

7/18/18 thru 12/05/18:

Starting bal. Money Market Acct: \$256,040.92

<i>Date*</i>	<i>Item</i>	<i>Amount</i>
7/31/18	interest	\$8.90
8/31/18	interest	\$10.87
9/12/18	transfer to Checking	-\$50,000.00
9/30/18	interest	\$8.15
10/31/18	interest	\$7.00
11/30/18	interest	\$6.77

ending bal as of 11/30/18 **\$206,082.61**

**interest earned in the money market account is not reported by bank until after the end of the previous month*

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Table Showing Amounts Committed but Not Expended

<u>Budget Year</u>	<u>Project Initiation Year</u>	<u>Munic or RC</u>	<u>Committed Account Name</u>	<u>Current Balance</u>
2015	2016	RC	update RC Strategic Master Plan	\$21.42
2017		BW	<i>(reserved for Bridgewater Creative Placemkg Grant)</i>	\$15,000.00
2017		RT	Raritan Bench Art Proj Creative Placemkg Chall Grant	\$7,500.00
2017		SV	Find Your Place in Smvl Creative Placemkg Chall Grant	\$7,500.00
2017	2018	BW	Bridgewtr Ped Safety Chall Grant Commons Way	\$7,500.00
2017	2018	RT	Raritan Ped Safety Chall Grant StreetSmart Campaign	\$5,375.00
2017		RT	Raritan Ped Safety Chall Grant Traffic Striping Imp	\$4,250.00
2018	2018	RC	Principal Marketing Services	\$7,500.00
TOTAL:				\$54,646.42

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Anticipated Revenue for 2018
(excluding interest payments from Money Mkt acct)

Total Anticipated Revenue	\$0.00
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Raritan River Rain Barrel Rebate Program
7/18/18 thru 12/05/18:

Starting Bal as of 7/18/18

\$4,277.35

<u>Date</u>	<u>Item</u>	<u>Amount of Deductions</u>
11/26/18	<i>rebate payment</i>	\$100.00

subtotal of deductions: \$100.00

ending balance after deductions **\$4,177.35**

Deposit (if any) | |

subtotal of any Deposits \$0.00

ending Balance after any Deposits: **\$4,177.35**

REGIONAL CENTER PARTNERSHIP OF SOMERSET COUNTY, INC.

Business Meeting of December 5, 2018

AGENDA

BUSINESS ITEMS

- 1. Call to Order**
- 2. Roll Call**
- 3. Chair's Remarks**
- 4. Adoption of Meeting Minutes: July 18, 2018**
- 5. Adoption of Meeting Minutes: September 13, 2018**
- 6. Adoption of Treasurer's Report for December 5, 2018**

PRESENTATION

- 7. Suburban Disadvantage Update**

ACTION ITEMS

"Public comments will be entertained at this time regarding any action item. All comments shall be directed to the Chair and limited to three (3) minutes per speaker."

- 8. Raritan River Rain Barrel Rebate Program**
- 9. Funding Allocation for Year 2 of Competitive Contract for Audit and Tax-Related Services**
- 10. Funding Allocation for Website Upgrade**
- 11. Funding Allocation for Strategic Initiatives**
- 12. Funding Allocation for Strategic Marketing Plan and Implementation Activities**
- 13. Funding Allocation for Phase 2 of Pedestrian Safety Enhancement Challenge Grants**

INFORMATION ITEMS

- 14. Draft Preliminary 2019 Budget & Workplan**
- 15. Preliminary Meeting Dates for 2019**
- 16. Marketing Update**
- 17. Municipal and Other Reports**

PUBLIC COMMENT PERIOD

Public comments will be entertained at this time regarding any items not on the agenda. All comments shall be directed to the Chair and limited to three (3) minutes per speaker.

Next Meeting Date: Wednesday, January 16, 2019 at 5:00PM in County Engineering Conference Room

Proposal for Regional Center Partnership to Continue the Raritan River Rain Barrel Rebate Program

Proposal to continue the Raritan River Rain Barrel Rebate Program for at least another year through October 2019 allowing residents in Bridgewater Township and Raritan and Somerville Boroughs to continue to be eligible for a rain barrel rebate thru the duration of the program with no changes to the program's eligibility requirements and installation criteria; i.e.,

- Rebates are only available to residents of Bridgewater Township, Raritan Borough and Somerville Borough and must be installed at a residence within these communities.
- Limit of two rebates per installation address for the duration of this program.
- Rain barrels must be operational and pledged to be maintained in good faith by the homeowner for at least two (2) years.
- Rain barrels must be purchased after January 1, 2014* and meet the criteria as outlined on the rebate application form regarding minimum volume size, mosquito control lid, overflow, spigot, material and installation.

*or after July 1, 2011 for Peters Brook Watershed residents only

Rebate amounts remain the same:

- \$50 for barrels 40-70 gallons
- \$100 for barrels 70+ gallons
- Rebate will not exceed purchase price
- Maximum of two (2) rebates per household
- Receipts are required

Potential Funding Allocations out of 2018 Budget and Work Plan

Year 2 of Competitive Contract for Auditing/Tax-related Services \$3,400

Potential funding allocation for:

- Website Upgrade \$17,500
- Strategic Initiatives \$40,000
- Strategic Marketing Plan & Implementation Activities \$30,000
- Phase 2 Pedestrian Safety Enhancement Challenge Grants \$45,000

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**REGIONAL CENTER PARTNERSHIP OF SOMERSET COUNTY, INC.
2019 BUDGET & WORK PROGRAM**

PRELIMINARY DRAFT

WORK PROGRAM OBJECTIVES:

The major objective of the Regional Center Partnership (RCP) in 2019 is to build upon past successes and to continue making the Regional Center of Somerset County a premier location in the state favorable for business investment and to live, work, shop, play, learn and visit. The means to achieve this objective is shaped by the recommendations from the adopted 2018 Regional Center Strategic Plan. RCP will continue to work with Somerset County towards advancing the goals and objectives of the Regional Center as a Priority Growth Investment Area through the Supporting Priority Investment in Somerset County Phase III, the Comprehensive Economic Development Strategy (CEDS), and as an important Regional Center endorsed by the State Planning Commission.

The 2019 budget has been prepared assuming that the funding levels will stay the same as in 2018. The amount of support given by the County would remain at \$65,792.25 and the amount of support from Bridgewater, Raritan and Somerville would remain at \$10,890 per town.

The budget also assumes \$21.42 which is the balance of funds remaining in the Regional Center Strategic Master Plan Update account will be rolled over into the general budget.

The 2019 budget allocates up to \$109,462.00 for Regional Center Strategic Plan Implementation initiatives representing \$17,211.00 less than what was budgeted in 2018 for Plan Implementation. Funding could be utilized to support an initiative or project identified in the adopted 2018 Regional Center Strategic Plan. Funding for Challenge Grants would be dependent on the other planned work program activities.

For Public and Business Education, the budget allocates up to \$23,000 for public and business education (marketing) activities which is \$42,000 less than was allocated in 2018 for this line item. Funding in the amount of \$18,000 would be used for Year 2 of the existing Principal Marketing contract to perform the regular marketing outreach activities (Annual Achievements Report, press releases, website maintenance, bi-monthly newsletter production and related marketing outreach). The Public & Business Education portion of the budget also contemplates up to \$5,000 to support public outreach efforts.

No change is proposed for the amount allotted for Non-profit Legal/Accounting.

Additional funding to support priority projects or initiatives consistent with Regional Center goals could become available in the form of grants from non-traditional sources. The State Planning Commission's endorsement of the Somerset County Regional Center should be emphasized when applying for state and federal grants. RCP's standing as a 501(c)3 organization should also be maximized to help leverage additional funding.

2019 BUDGET

1. Regional Center Plan Implementation/Challenge Grant Initiatives \$109,462.00

Funding would be utilized as needed to support an initiative or project identified as critical based on the recommendations in the 2018 Regional Center Strategic Plan. Funding for Challenge Grants is dependent on the other planned work program activities.

2. Non Profit Legal/Accounting Services \$5,000.00

For the various costs associated with the operation of a non-profit group.

3. Public and Business Education Program \$23,000.00

Funding would be used to perform the regular and annual marketing program activities (Annual Achievements Report, newsletters, press releases, website maintenance, etc.) and to support public outreach efforts.

Total Budget \$137,462.25

Anticipated Revenue:	\$ 65,792.25	Somerset County
	\$ 10,890.00	Bridgewater
	\$ 10,890.00	Raritan
	<u>\$ 10,890.00</u>	Somerville
Subtotal:	\$ 98,462.25	

\$ 39,000.00 2018 Carry-Over Funds A/O 11-29-18

Total: \$137,462.25



REGIONAL CENTER PARTNERSHIP 2019 MEETING SCHEDULE

Proposed for 1-16-19

Meeting Dates

January 16 @ 5:00 PM

March 20 @ 5:00 PM

May 15 @ 5:00 PM

July 17 @ 5:00 PM

September 18 @ 5:00 PM

Thursday, November 7 @ 5:00 PM

January 15, 2020 @ 5:00 PM

All Meetings will be held at the County Administration Building, 20 Grove Street, Engineering Conference Room, Second Floor, unless noted otherwise. Please note that all meetings are held on the 3rd Wednesday of the month at 5:00 PM., unless noted otherwise.

Meetings will be held bi-monthly. Additional meetings may be scheduled as warranted. When needed, these additional meetings will be scheduled on the third Wednesday of the month at 5:00 PM unless noted otherwise. Meeting reminders will be sent out in which any changes or special meetings will be identified.