

**Regional Center Partnership of Somerset County
Approved
Wednesday, January 15, 2020 Meeting Minutes**

Name/Organization

Voting Members

Troy Fischer, Chair, Regional Center Partnership (RCP)
Victoria Allen, RWJBarnabas Health
Anthony Tufaro, Ethicon Somerville
Matt Moench, Mayor, Bridgewater
Filipe Pedroso, Bridgewater Twp. Council
Michael Pappas, Bridgewater Administrator
Andrew Fresco, Bridgewater
Zachary Bray, Mayor, Raritan Borough
Michael Patente, Raritan Borough Council
Angela Knowles, Raritan Borough Planner
Nick Zamora, Raritan Borough
Dennis Sullivan, Mayor, Somerville
Jane Kobuta, Somerville Borough Council
Deirdre Rosinski, Somerville Planning Board
Richard St. Pierre, Somerville
Brian Gallagher, Somerset County (SC) Board of Chosen Freeholders
Bernie Navatto, SC Planning Board
Walter Lane, SC Planning Division
Cindie Sullivan, SC Park Commission (Alternate)
Michael Kerwin, SC Business Partnership

Non-voting County Support Staff

James Ruggieri, SC Planning Division

Non-Voting Guests

Donna Allison, RideWise
Rich Reitman, The Reitman Group

The meeting commenced at 5:00 PM

Business Items

Call to Order

RCP Chair Troy Fischer called the meeting to order.

Chair Fischer welcomed everyone to the annual Regional Center Partnership (RCP) reorganization meeting. Chair Fischer also welcomed as the new members to the RCP Freeholder Alternate Brian Levine, Bridgewater Mayor Matt Moench, Raritan Mayor Zachary Bray, Bridgewater Township Administrator Michael Pappas, Bridgewater local private/institutional sector representative Andrew Fresco, Raritan Councilman Michael Patente, Raritan local private/institutional sector representative Nick Zamora, and Somerville Planning Board Vice-Chair Deirdre Rosinski.

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 shared that over the years it has been the practice of the RCP to honor outgoing mayors with a resolution and Certificate of Appreciation for their commitment and leadership during the terms of service to their community and the RCP. In keeping with this practice, in December the Executive Committee took action by approving two resolutions honoring outgoing Bridgewater Mayor Dan Hayes and Raritan Mayor Chuck McMullin. The resolutions recognize the great leadership and contribution they provided to help RCP achieve the Regional Center's goals and objectives. The resolutions and Certificates of Appreciation will be presented to both mayors at a future RCP meeting if they want to attend; if they would prefer not to attend then the resolutions and citations will be forwarded to them.

Adoption of Meeting Minutes

Chair Fischer asked if there were any corrections to the meeting minutes; there being none, Chair Fischer asked for a motion to approve the November 7, 2019 meeting minutes; Somerville Councilwoman Jane Kobuta moved and Somerset County Planning Director Walter Lane seconded the motion.

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

Ayes: 13

Nays: 0

Abstentions: Vicky Allen, Matt Moench, Michael Pappas, Michael Patente, Deirdre Rosinski, and Bernie Navatto.

The motion to approve the minutes was approved.

Treasurer's Report for January 15, 2020

For the benefit of the new members, Mr. Ruggieri gave an overview of RCP's bank accounts and the Treasurer Report for January 15, 2020. There being no questions or comments, Chair Fischer asked for a motion to approve the Treasurer's Report for January 15, 2020; Bridgewater Township Councilman Filipe Pedroso moved and Somerset County Freeholder Brian Gallagher seconded the motion.

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

Ayes: Troy Fischer, Vicky Allen, Tony Tufaro, Matt Moench, Filipe Pedroso, Michael Pappas, Andrew Fresco, Zachary Bray, Michael Patente, Angela Knowles, Nick Zamora, Dennis Sullivan, Jane Kobuta, Deirdre Rosinski, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, Cindie Sullivan, and Mike Kerwin.

Nays: none

Abstentions: none

The motion was approved.

Nominations and Elections

a) Election of Four (4) At-Large Private/Institutional Sector Representatives for 2-Year Term

Mr. Ruggieri reported that the Nomination Report was presented by the Nominating Committee and accepted at the November 7, 2019 meeting; Mr. Ruggieri advised that the action to be taken now concerns the election for a two-year term the four At-Large Private/Institutional Sector representatives as recommended by the Nominating Committee:

- Vicky Allen of RWJ Barnabas Health
- Jason Dameo of Dameo Trucking, Inc.
- Troy Fischer of Bridgewater Commons; and
- Anthony Tufaro of Ethicon Somerville.

Somerville Mayor Dennis Sullivan moved to elect the slate of the four At-Large Private/Institutional Sector representatives to the RCP Board of Trustees; Freeholder Gallagher seconded the motion.

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

Ayes: Troy Fischer, Vicky Allen, Tony Tufaro, Matt Moench, Filipe Pedroso, Michael Pappas, Andrew Fresco, Zachary Bray, Michael Patente, Angela Knowles, Nick Zamora, Dennis Sullivan, Jane Kobuta, Deirdre Rosinski, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, Cindie Sullivan, and Mike Kerwin.

Nays: none

Abstentions: none

The motion was approved.

b) Election of RCP Officers for 2-year Term

Mr. Ruggieri reported the following officer candidates were also nominated in November by the Nominating Committee: Troy Fischer for Chair, Jason Dameo of Vice-Chair, Vicky Allen for Treasurer, and James Ruggieri for Secretary. Freeholder Brian Gallagher moved to elect the slate of nominees for the four officer positions; Bridgewater Mayor Matt Moench seconded the motion.

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

Ayes: Troy Fischer, Vicky Allen, Tony Tufaro, Matt Moench, Filipe Pedroso, Michael Pappas, Andrew Fresco, Zachary Bray, Michael Patente, Angela Knowles, Nick Zamora, Dennis Sullivan, Jane Kobuta, Deirdre Rosinski, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, Cindie Sullivan, and Mike Kerwin.

Nays: none

Abstentions: none

The motion was approved.

c) Appointment of 1 At-Large Private/Institutional Sector Representative to Executive Committee for 2-year Term

Chair Fischer reported the Bylaws provide that three of the four At-Large Private/Institutional Sector representatives serve on the RCP Executive Committee. Vicky Allen was nominated in November to serve on the Executive Committee. Mayor Sullivan moved to appoint Vicky Allen as the third At-Large Private/Institutional Sector representative to the Executive Committee; Somerville Planning Board Vice-Chair Deirdre Rosinski seconded the motion.

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

Ayes: Troy Fischer, Vicky Allen, Tony Tufaro, Matt Moench, Filipe Pedroso, Michael Pappas, Andrew Fresco, Zachary Bray, Michael Patente, Angela Knowles, Nick Zamora, Dennis Sullivan, Jane Kobuta, Deirdre Rosinski, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, Cindie Sullivan, and Mike Kerwin.

Nays: none

Abstentions: none

The motion was approved.

Public Comment Period

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

Action Items

Adoption of 2020 Meeting Dates

Mr. Ruggieri noted that in everyone's meeting packet was a copy of the proposed meeting dates for 2020. Mr. Ruggieri noted the proposed schedule of meeting dates was first presented at the November 7, 2019 meeting. The meetings will continue to be the third Wednesday of every other month at 5:00 PM with the exception of November 12 which is the 2nd Thursday of November. Staff confirmed there are no holiday conflicts.

Some very brief discussion followed about why the schedule of meeting dates for 2020 includes January 20, 2021; Chair Fischer explained that the January meeting date for the following year is typically included to facilitate scheduling and to ensure the room is reserved well in advance for the annual reorganization meeting.

There being no further discussion, Chair Fischer asked for a motion to adopt the proposed schedule of meeting dates through January, 2021; Freeholder Gallagher moved and Mr. Lane seconded the motion.

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

Ayes: 20

Nays: 0

Abstentions: 0

The motion was approved.

Adoption of 2020 Budget & Work Plan

Mr. Ruggieri presented the Final Draft Budget & Workplan for 2020. The total budget figure of \$192,655.23 reflects the adjustment made to the initial budget total estimate in the Preliminary Draft Budget & Workplan presented at the November 7 meeting; the carry-over amount was also adjusted to account for the interim line-item expenses as well as November and December's interest earned. As noted at the November 7 meeting, the budget assumes the funding rate from the County and the Regional Center towns will remain the same as previous years. The budget proposes up to \$162,655.23 for Regional Center Strategic Plan Implementation initiatives. As noted at November's meeting, funding could be utilized to offer a revised form of Challenge Grant to allow the Regional Center towns to pursue a priority of their master plan through one or multiple projects or initiatives with the stipulation that such project or initiative is consistent with one of the four themes of the Regional Center Strategic Plan (Health and Wellness, Resiliency, Embracing the Raritan River, and Job Growth and Private Sector Investment). The budget allocates up to \$25,000.00 for Public & Business Education (marketing) and up to \$5,000.00 for Non-profit Legal/Accounting line items.

There being no questions, Chair Fischer asked for a motion to adopt the 2020 Budget and Workplan; Freeholder Gallagher moved and Mr. Lane seconded the motion.

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

Ayes: Troy Fischer, Vicky Allen, Tony Tufaro, Matt Moench, Filipe Pedroso, Michael Pappas, Andrew Fresco, Zachary Bray, Michael Patente, Angela Knowles, Nick Zamora, Dennis Sullivan, Jane Kobuta, Deirdre Rosinski, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, Cindie Sullivan, and Mike Kerwin.

Nays: none

Abstentions: none

The motion was approved.

(Marketing Consultant Rich Reitman excused himself from the meeting before any discussion commenced about the marketing RFP item on the agenda.)

Authorization to Release RFP thru the Competitive Contracting Process for Principal Marketing Services

Mr. Ruggieri distributed copies of the draft Scope of Work (SOW) and timeframe for the Request For Proposals (RFP) for principal marketing services. Mr. Ruggieri noted the current principal marketing services contract expires in March; accordingly, staff prepared an RFP to provide principal marketing services; the RFP is based on the County's RFP template for competitive contracts. The draft is being reviewed by County Purchasing for technical correctness. Mr. Ruggieri noted the Marketing Committee did not see a need to undertake a major overhaul of the SOW tasks from the previous RFP; as such, the tasks are essentially the same except for the newspaper advertisement aspects which were revised to expand the range of possible media venues for advertisements. Mr. Ruggieri summarized the nine SOW tasks. The not to exceed amount is \$19,000.00 for each year representing an increase of \$1,000.00 more per year than in 2017. The awarding of the contract for year 2 is contingent on there being sufficient funds in place. If approved, the RFP would be released with proposals due in time to be scored by the evaluation team and a recommendation to award a contract presented at the March 18 meeting.

Much discussion followed. Some of the key discussion points made include assessing if we are being as effective as we can with the allocated marketing funding; determine six months after contract execution if the

SOW should be revisited and revised for possible future use in a new RFP; consider how the format of the newsletters can be enhanced to be more visually appealing; and consider the role of RCP in terms of promoting the Regional Center towns.

Staff was asked to clarify with County Purchasing if the RFP through the Competitive Contracting process allows a contract to be awarded for 1 year with the option to renew the contract for a second year. Staff also agreed to revise the description of the SOW to emphasize that the public outreach tasks shall utilize social and digital media platforms when distributing RCP outreach products; e.g., distribution of newsletters, press releases, flyers, etc. Staff will also follow up to ascertain how much "traffic" RCP's website typically receives.

Somerset County Business Partnership President & CEO Mike Kerwin noted the importance of pursuing opportunities for partnerships to help leverage opportunities for greater marketing impact. Mr. Kerwin added that the Somerset County Business Partnership as the lead tourism agency for Somerset County just completed the 5th Edition of Somerset County's *Destination Guide* (<https://visitsomersetnj.org/>). Mr. Kerwin passed around a printed copy of the *Destination Guide*. Mr. Ruggieri noted for the benefit of the new members that the principal marketing services SOW has a more local public outreach focus in comparison to RCP's separately funded Strategic Marketing Plan & Implementation Activities initiative which, when developed, will consider a much more far-reaching type of marketing that will be coordinated with the County's marketing and tourism efforts.

To help increase the opportunity for RCP to increase the value of its marketing investment, the recommendation was made that RCP should include a list of local marketing firms obtained from the Business Partnership to notify about the RFP when it is released.

At the conclusion of the discussion, Raritan Councilman Michael Patente moved to authorize staff to release the RFP for Principal Marketing Services for a not to exceed amount of \$19,000.00 subject to making the noted changes to the public outreach aspects of the SOW tasks and confirming with County Purchasing that the competitive contracting RFP being used provides for the ability to award a one-year contract with the option to renew the contract for year two; Ms. Rosinski seconded the motion.

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

Ayes: Troy Fischer, Vicky Allen, Tony Tufaro, Matt Moench, Filipe Pedroso, Michael Pappas, Andrew Fresco, Zachary Bray, Michael Patente, Angela Knowles, Nick Zamora, Dennis Sullivan, Jane Kobuta, Deirdre Rosinski, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, and Cindie Sullivan.

Nays: none

Abstentions: none

The motion was approved.

(Mr. Kerwin had left the meeting before the vote was taken.)

Strategic Economic Development Activities Update

Mr. Lane summarized the action that was taken at the November 7, 2019 RCP business meeting regarding the Strategic Economic Development Activities. At the November 7 RCP meeting, in view of the possibility that business/economic development incentive legislation could be adopted before the January 15, 2020 RCP business meeting, RCP allocated \$20,000.00 out of the 2019 Budget for Strategic Initiatives and, in connection with this, empowered the Executive Committee to amend the existing Strategic Economic Development Activities contract agreement between RCP and the Business Partnership so that RCP in partnership with the

Business Partnership and Somerset County would be ready to respond to “the moment of truth” if that became necessary before the January 15, 2020 RCP business meeting. Mr. Lane explained that, as it turned out, no compromise emerged between Senate President Steve Sweeney and Governor Phil Murphy for the purpose of adopting business/economic development incentive legislation to succeed Grow NJ. Senate President Sweeney’s legislative bill has no caps on offering business incentives whereas Governor Murphy’s bill puts a cap on such incentives plus further narrows the type of eligible industry, narrows the number of eligible communities to “Garden State Growth Zones,” and eliminates “job retention” assistance that under Grow NJ program was instrumental in helping retain hundreds of LabCorps jobs in Raritan Borough.

Much discussion followed. For the benefit of the new RCP members, Mr. Lane and Chair Fischer gave an overview of the Strategic Economic Development Activities work undertaken by the Business Partnership on behalf of the Regional Center and Somerset County and how this uncovered the “Suburban Disadvantage” issue in terms of how the state awarded business incentives for job creation and how this “Suburban Disadvantage” impacts 500 of the state’s 565 municipalities including the Regional Center and Somerset County. At the conclusion of the discussion, it was suggested that the latest PowerPoint presentation *Ensuring the Economic Competitiveness of Somerset County* and the August 16, 2019 *Grow NJ Suburban Disadvantage Final Status Report* be provided to the new RCP members to help bring them up to speed. In the meantime, the Business Partnership and Somerset County will continue to monitor any subsequent efforts at the state level involving reformed business incentive legislation.

Information Items

Marketing Update

Marketing consultant Rich Reitman reported he is working with staff to finalize the January newsletter which should be issued shortly. He has also begun work on the March newsletter. Mr. Reitman added that he cannot finish the rack brochure until he sees the new website. Mr. Ruggieri noted he anticipates being able to forward the website to Mr. Reitman after the consultant has completed a series of tests and integrated any suggested revisions made by the Marketing Committee after they have completed their review.

Municipal and Other Reports:

Somerville Mayor Sullivan introduced Deirdre Rosinski as the new Somerville Planning Board Vice-Chair. Mayor Sullivan said a lot of exciting things are happening in Somerville and invited everyone to visit the popular bubble-like “igloos” on Division Street.

Bridgewater Mayor Moench reported he and his administration have been on the job for 14 days now with new department heads appointed; he added that if anything needs to be brought to the Township’s attention to notify Bridgewater Township Administrator Mike Pappas. Mayor Moench noted that of the nine Planning Board members six new members have been appointed. The Township Master Plan is being reviewed. Mayor Moench is looking forward to working with Raritan Borough Mayor Zachary Bray and Somerville Mayor Sullivan. Mayor Moench introduced Bridgewater Township local private/institutional sector representative Andrew Fresco, noting that Mr. Fresco has been newly appointed to the Township Zoning Board of Adjustment; Mayor Moench added Mr. Fresco’s background brings a lot of marketing experience.

Raritan Mayor Zachary Bray introduced Raritan Councilman Patente and Raritan Local private/institutional sector representative Nick Zamora. Mayor Bray noted one of his top goals for Raritan is addressing the Raritan Mall. Raritan Planner Angela Knowles reported that the Borough is working with RideWise on the Circulation Element of the Master Plan; the Borough is planning to add bicycle lanes to Anderson Street. They are also working with the consultant on the Sustainable Economic Development Plan funded by the North Jersey Transportation Planning Authority (NJTPA).

Somerset County Park Commission Assistant Director Cindie Sullivan reported the United States Tennis Association (USTA) awarded the Park Commission as USTA Member of the Year for the Green Knoll Tennis Facility.

RideWise Executive Director Donna Allison gave an overview of RideWise' mission which is to connect people and businesses to safe and sustainable travel options that enhance the quality of life and create a vibrant economy. RideWise is working with Somerville Borough representatives on a Street Smart pedestrian safety campaign planned for the spring. In Raritan, RideWise is in the final stages of helping the Borough with the update of its Circulation Plan. In Bridgewater, RideWise has been working with Hamilton School on in-school pedestrian safety education. 13 classes of 3rd and 4th graders took part in Safety Town, a hands-on, interactive learning experience where students play the roles of pedestrians, cars, or crossing guards to learn about street safety. RideWise also assisted the New Jersey Safe Routes to School Resource Center at Rutgers University with the development of the Bridgewater Bicycle and Pedestrian Travel plan.

Bridgewater Commons Chair Fischer reported Uncle Julio's will be opening at the Bridgewater Commons in February.

Public Comment Period

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

Adjournment

There being no further discussion, the meeting was adjourned.

Regional Center Partnership of Somerset County

**Treasurer's Report for
November 1 thru December 31, 2019**

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Business Checking

11/1/19 thru 12/31/19

Starting Bal. as of 11/1/2019: \$25,495.52

less expenses:

<u>Date</u>	<u>Item</u>	<u>Amount</u>
11/26/19	The Reitman Group	\$1,500.00
11/26/19	J Ruggieri reimbursement for GoDaddy website security & SSL renewal	\$413.76
12/19/19	The Reitman Group	\$1,500.00
12/19/19	Borough of Raritan	\$7,500.00

Money Market Account

11/1/19 thru 12/31/19

Starting Bal. as of 11/1/2019: \$204,615.83

<u>Date*</u>	<u>Item</u>	<u>Amount</u>
11/27/19	transfer to Checking	-\$50,000.00
11/30/19	interest	\$9.88
12/31/19	interest	\$10.51

ending bal as of 12/31/19 \$154,636.22

subtotal of expenses: **\$10,913.76**

Deposits	11/1/19 thru 12/31/19	
11/27/19	Dep from Money Market acct	\$50,000.00

subtotal of deposits **\$50,000.00**

**Ending Balance (checking)
after expenses and deposits: \$64,581.76**

Sum of checking and money market
accounts: **\$219,217.98**

Less total Committed But Not Expend: \$125,025.00

Uncommitted Funds **\$94,192.98**

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

Regional Center Partnership of Somerset County

**Treasurer's Report for
November 1 thru December 31, 2019**

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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>
2017		BW	(reserved for Bridgewater Creative Placemakg Grant)	\$15,000.00
2017	2018	RT	Raritan Ped Safety Chall Grant StreetSmart Campaign	\$5,375.00
2017	2018	RT	Raritan Ped Safety Chall Grant Traffic Striping Imp	\$4,250.00
2018	2019	RC	Allocation for Website Upgrade <i>(inc \$4,499 contract bal)</i>	\$8,500.00
2018		RC	Strategic Marketing Plan & Implementation Activities	\$30,000.00
2018	2019	RC	Strategic Initiatives	\$30,000.00
2018	2019	BW	Phase 2 Pedestrian Safety Enhancmt Challenge Grants	\$7,500.00
2018	2019	RT	Phase 2 Pedestrian Safety Enhancmt Challenge Grants	\$7,500.00
2018	2019	SV	Phase 2 Pedestrian Safety Enhancmt Challenge Grants	\$7,500.00
2019	2019	RC	Principal Marketing Services (contract Year 2)	\$6,000.00
2019		RC	Audit & tax services for 2019 (contract Year 1)	\$3,400.00
TOTAL:				\$125,025.00

Regional Center Partnership of Somerset County

**Treasurer's Report for
November 1 thru December 31, 2019**

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Anticipated Revenue for 2019
(excluding interest payments from Money Mkt acct)

Total Anticipated Revenue	\$0.00
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Regional Center Partnership of Somerset County
Treasurer's Report for
November 1 thru December 31, 2019
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Raritan River Rain Barrel Rebate Program
11/1/19 thru 12/31/19

Starting Bal. as of 11/1/2019:

\$3,727.35

<u>Date</u>	<u>Item</u>	<u>Amount of</u> <u>Deductions</u>
		\$0.00

subtotal of deductions: \$0.00

ending balance after deductions **\$3,727.35**

Deposit (if any) | |

subtotal of any Deposits \$0.00

ending Balance after any Deposits: **\$3,727.35**

REGIONAL CENTER PARTNERSHIP OF SOMERSET COUNTY, INC.

Business Meeting of January 15, 2020

AGENDA

BUSINESS ITEMS

- 1. Call to Order**
- 2. Roll Call**
- 3. Chair's Remarks:**
- 4. Adoption of Meeting Minutes: November 7, 2019**
- 5. Adoption of Treasurer's Report for January 15, 2020**
- 6. Nominations and Elections**
 - a) Election of Four (4) At-Large Private/Institutional Sector Representatives for Two (2)-Year Terms**
 - b) Election of RCP Officers for 2-year Term:**
 - Chair**
 - Vice-Chair**
 - Treasurer**
 - Secretary**
 - c) Appointment of One (1) At-Large Private/Institutional Sector Representative to Executive Committee for 2-year Term**

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."

- 7. Adoption of 2020 Meeting Dates**
- 8. Adoption of 2020 Budget & Work Plan**
- 9. Authorization to Release RFP through the Competitive Contracting Process for Principal Marketing Services**

INFORMATION ITEMS

10. Strategic Economic Development Activities Update

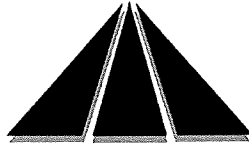
11. Marketing Update

12. 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, March 18, 2020 at 5:00PM in County Engineering Conference Room



THE
**REGIONAL
CENTER**

BRIDGEWATER ♦ RARITAN ♦ SOMERVILLE

A partnership for a better tomorrow

IN SOMERSET COUNTY, NJ

REGIONAL CENTER PARTNERSHIP 2020 MEETING SCHEDULE

Meeting Dates

January 15 @ 5:00 PM

March 18 @ 5:00 PM

May 20 @ 5:00 PM

July 15 @ 5:00 PM

September 16 @ 5:00 PM

Thursday, November 12 @ 5:00 PM

January 20, 2021 @ 5:00 PM

All meetings will be held at the County Administration Building, 20 Grove Street, Engineering Conference Room, Second Floor, Somerville, NJ 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.

**REGIONAL CENTER PARTNERSHIP OF SOMERSET COUNTY, INC.
2020 BUDGET & WORK PROGRAM**

ADOPTED JANUARY 15, 2020

WORK PROGRAM OBJECTIVES:

The major objective of the Regional Center Partnership (RCP) in 2020 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 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 2020 budget has been prepared assuming that the funding levels will stay the same as in 2019. 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 \$10,890.00 per town.

The 2020 budget allocates up to \$162,655.23 for Regional Center Strategic Plan Implementation initiatives representing \$53,492.60 more than what was budgeted in 2019 for Plan Implementation. Funding could be utilized to offer a broad and flexible form of Challenge Grants to allow the Regional Center towns to pursue one or multiple projects or initiatives that are consistent with one of the four themes of the Regional Center Strategic Plan; ie., Health and Wellness, Resiliency, Embracing the Raritan River, and Job Growth and Private Sector Investment.

For Public and Business Education, the budget allocates up to \$25,000.00 for public and business education (marketing) activities which is \$2,000.00 more than was allocated in 2019 for this line item. Funding would include 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 \$5,000.00 to support public outreach efforts.

No change is proposed for the amount allotted for Non-profit Legal/Accounting (\$5,000.00).

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.

2020 BUDGET

1. Regional Center Plan Implementation/Challenge Grant Initiatives \$162,655.23

Funding could be utilized to offer a broad and flexible form of Challenge Grants to allow the Regional Center towns to pursue one or multiple projects or initiatives that are consistent with one of the four themes of the Regional Center Strategic Plan; ie., Health and Wellness, Resiliency, Embracing the Raritan River, and Job Growth and Private Sector Investment.

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 \$25,000.00

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 \$192,655.23

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	

\$ 94,192.98 2019 Carry-Over Funds A/O 1/08/2020

Total: \$192,655.23

3. Scope of Work (SOW)

Major tasks are as follows:

Implementation of marketing services for the Regional Center Partnership consisting of specific public relations and outreach efforts.

Part 1: Minimum requirements

The following are the minimum threshold requirements that will be utilized for solicitation of persons and/or firms to be considered for the above and shall have and/or possess:

- Experience in public relations and outreach efforts, and the preparation of marketing campaigns for non-profit organizations and/or public/governmental entities (municipal, county, state or boards or instrumentalities of the County and the State)
- Experience in operating audio-visual equipment for use in public presentations
- Experience in creating and maintaining social media accounts
- Provide staff to include Project managers or team leaders to separately staff the projects and work tasks

Respondents shall provide individual or corporate resumes or portfolios as a response to this request for minimum qualifications.

Part 2: Fee proposal for marketing consulting services for the Regional Center Partnership of Somerset County.

Respondents shall provide fees for each specific item listed below as well as hourly or per diem fees for other services or types of activities.

Scope of Work, Tasks 1-9, and total consultant costs shall not exceed the amount of **\$19,000.00**

Drafts of all marketing messages, newsletters, press releases, flyers, text for updating website, advertisements and other public outreach material shall be submitted to the Regional Center Partnership c/o the Somerset County Planning Division for review and editorial corrections before they become final products. The firm retained to perform the following tasks and services shall correct any errors of said documents as identified by the Regional Center Partnership. All final products are the property of the Regional Center Partnership.

Task 1: Annual Achievements Report By May 1, 2020 prepare an 8 ½” x 11” Annual Achievements Report consisting of approximately 12-15 pages summarizing the Regional Center Partnership’s accomplishments and major initiatives during the past calendar year for all subject matters. The annual report shall contain the list of officers, and other relevant information as deemed necessary by the Regional Center Partnership (RCP). RCP will not provide a copy but will provide background information for the content of the Annual Report. If the RCP desires to include photography in the annual report, RCP may provide some of the photography but original photographs may still need to be taken as deemed appropriate by RCP. RCP will provide factual information for any graphs or charts to be included in the annual report. RCP will handle all printing and will be responsible for distribution costs. The consultant shall submit drafts of the annual report to RCP and make any revisions and corrections. For the initial draft of the report the consultant shall identify the sources used for the content information of the annual report; e.g, recent RCP newsletters, news articles, etc. There is no template in place. Sample Regional Center Annual Reports can be found on RCP’s website www.regionalcenterpartnership.org

under "Publications." The annual report shall be formatted to allow RCP to make any corrections or updates as needed. The consultant shall submit a final version prepared in a digital magazine format to allow the document to be made available to the public using social and digital media outlets approved by RCP and for posting on RCP's website and other websites. The annual report shall also be submitted to RCP in PDF format to allow for electronic distribution via email.

Task 2: Media advertisements - Prepare up to four (4) advertisements focusing on the Somerset County Regional Center for newspaper, magazine, printed programs, social and digital media outlets and/or other media venues approved by RCP. The advertisements shall be approximately 3-4 months apart during the year unless advised otherwise by RCP. The advertisements are to be part of a public awareness campaign as well as to promote special events relevant to the Regional Center. Drafts of each advertisement must first be reviewed by RCP; the consultant shall make any corrections or revisions as identified by RCP to the draft advertisement before the advertisement is submitted to the media source.

Task 3: Newsletters - Develop up to six (6) one-page 2-sided 8.5" x 11" newsletters to be released to the public in intervals of approximately two (2) months featuring current initiatives, accomplishments, events and newsworthy articles relevant to the Regional Center. Sample newsletters may be found at www.regionalcenterpartnership.org under "Publications." RCP will not provide a copy but will provide background information for the text (meeting packets, meeting minutes, etc.). There is no template in place. The consultant will need to provide original photography. The consultant shall submit a final version prepared in a digital magazine format to allow the document to be made available to the public using social and digital media outlets approved by RCP and for posting on RCP's website and other websites. The newsletter shall be formatted to allow RCP to make any corrections or updates as needed. The newsletters shall also be submitted to RCP in PDF format to allow for electronic distribution via email. The consultant shall assist RCP as needed in distributing the newsletters electronically including utilizing social and digital media outlets and/or other media venues approved by RCP.

Task 4: Press releases - Prepare up to nine (9) press releases focusing on major events, initiatives, program announcements and related items of significance pertaining to the Regional Center. The consultant shall be responsible for distribution of the press releases. RCP will assist in development of the distribution. Drafts of each press release must first be reviewed by RCP; the consultant shall make any corrections or revisions as identified by RCP before the press release is released. The consultant shall distribute the press releases electronically including utilizing social and digital media outlets and/or other media venues approved by RCP.

Task 5: Website maintenance - Provide regular RCP website maintenance at least monthly, including updating information featured on the website as deemed necessary by RCP; the average number of changes is 3-5 but varies.

Task 6: Website updates - Provide up to four (4) quarterly updates to RCP's website. These updates generally include but are not necessarily limited to posting adopted meeting minutes and meeting packet information every two (2) months, adding other new content to 2-3 subpages and revising existing content as necessary. In 2019 the website was developed in WordPress as a base platform and programmed in PHP and MySQL.

Task 7: Track and quantify the RCP website visits

Track and quantify the number of daily website visits to the Regional Center Partnership's primary website www.regionalcenterpartnership.org. Prepare an 8.5" x 11" weekly report formatted for electronic transmission that summarizes the number of website visits to RCP's

website on a daily basis for the past month. Include in the report a graphic table illustrating in bar diagram fashion the volume and number of website visitors on a daily basis for the reporting period. Include in the report a written or graphic summary of pageloads, unique, returning and first-time visitors; also indicate to the extent possible how visitors found the website and the location of the visitors. The weekly report is to be submitted electronically but printed version accepted as well. Prepare an end-of-the-year report summarizing the website visitation activity on a monthly basis over the course of the year.

Task 8: Assist with a public outreach event

The consultant shall assist with the publicity and promotion of a public outreach event hosted or supported by the Regional Center Partnership concerning an issue or topic relating to the goals and objectives of the Regional Center. The public event may be in the form of a workshop or economic development forum and may involve panelists and guest speakers. RCP will provide the essential information including subject matter, date, time, location, who the targeted audience may be, and other necessary information about the event.

The consultant shall develop an advertisement template as well as an advertisement for publication in local newspapers, prepare two (2) press releases announcing the event, and shall utilize social and digital media outlets and/or other media venues approved by RCP to help advertise the event.

Create a multi-colored one-page 8 ½” x 11” flyer announcing the event. Draft and final versions of the flyer template shall be submitted in Microsoft Office Publisher format to allow RCP to edit or update the information in the template as needed. The consultant shall submit a final version prepared in a digital magazine format to allow the document to be made available to the public using social and digital media outlets and/or other media venues approved by RCP and for posting on RCP’s website and other websites. The flyer shall also be submitted to RCP in PDF format to allow for electronic distribution via email.

The message in the advertisement, press releases, and flyer shall be written to draw the attention of and motivate the targeted audience to attend the event; the targeted audience may include local businesses, trade organizations, managers of corporate and industrial parks, economic development entities, and the public in the Regional Center.

To accomplish these publicity tasks, the consultant shall confer with the Somerset County Planning Board and the Somerset County Business Partnership. The consultant shall work with RCP to prepare announcements for possible use through social and digital media and/or other media venues approved by RCP. The consultant shall also assist RCP as needed to create an updated direct mailing list consisting of contact information including the names of company presidents or vice-presidents, managers, CEOs, chairpersons, etc. and their companies or organizations and provide complete postal mailing addresses for direct mailing purposes. RCP will lead the event. The consultant shall attend the entire event and assist as needed with setting up any audio-visual equipment and with placement of printed material at the event. The consultant shall assist in identifying and confirming the availability of keynote speakers to speak at the event.

Task 9: Prepare a brochure summarizing the public outreach event

Prepare a two-page 4 -sided 8 ½” x 11” brochure summarizing the information presented at the Regional Center Public Outreach Event described in Task 8 of this RFP. The event brochure shall include a statement summarizing any recommendations resulting from the public outreach event to be considered for implementation by the RCP, Somerset County and key stakeholders in

the Regional Center area. The consultant shall submit a draft of the event brochure for review and editing by RCP; the consultant shall make any editorial changes as deemed necessary by RCP. The consultant shall submit a final version prepared in a digital magazine format to allow the document to be made available to the public using social and digital media outlets and/or other media venues approved by RCP and for posting on RCP's website and other websites. The brochure shall be formatted to allow RCP to make any corrections or updates as needed. The brochure shall also be submitted to RCP in PDF format to allow for electronic distribution via email. There is no template in place. Sample Regional Center brochures can be found on the Regional Center Partnership's website www.regionalcenterpartnership.org under "Publications."

SUMMARY OF PRODUCTS TO BE DELIVERED:

Task 1: Prepare Annual Achievements Report

Task 2: Prepare up to four (4) media advertisements

Task 3: Prepare up to six (6) newsletters

Task 4: Prepare up to nine (9) press releases

Task 5: Provide website maintenance

Task 6: Provide website updates

Task 7: Track and quantify the RCP website visits

Task 8: Assist with a public outreach event

Task 9: Prepare a brochure summarizing the public outreach event