

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
1/7/15

Called to Order: 5:40pm

Present; Brian Ribarro, Mayor Mark Sokolich, Ashley Yook, Kathy Lee, Gloria Gallo, Michael Beyer, Harvey Sohmer, Frank Patti, James Liu, Vic Cividini, Al Restaino, Councilman Joeseph Cervieri, Anthony Clores, Dennis Glennon, Romina Starace

Absent: Janice Friedman, Robert Clark

Also Present: Michael Maresca, Fort Lee Director of Public Works

REORGANIZATION OF OFFICERS; A Clores, Chair of the Nominating Committee.

The Nominating Committee met and has recommended the following Board of Trustees be nominated as officers of the Corporation for 2015:

NAME	OFFICE
Romina Starace	President
Frank Patti	Vice - President
James Liu	Secretary
Michael Troy Beyer	Treasurer

MOTION: Mayor Sokolich, Second by A. Yook--APPROVED

Attendance: Report on attendance of Trustees shows several members are having difficulty attending meetings. This needs to be monitored more closely moving forward, to determine if membership should be modified.

PRESIDENT'S REPORT

The BDA monthly financial reports are not available because this meeting is a week earlier than usual and the bank statement needed to complete the financial reports has not arrived yet.

** A hand out listing composition of the Board is given out to everyone present. **R. Starace** asks if Tucker Development should still have a seat on the BDA Board considering this Board Member rarely attends meetings and there has been no communication on this or other issues.

Mayor Sokolich says the reason he suggested Tucker Development have one representative on the Board is to prevent company officials from claiming they weren't a part of the process of revitalizing Fort Lee's Main Street Corridor. Rather than oust them, **Mayor Sokolich** will send a letter to Tucker Development and ask if they still want to remain on the Board. Tucker's status must be clear per BDA by-laws.

EXECUTIVE DIRECTOR'S REPORT

We're moving forward on various administrative issues. The lease is complete. And we're working to address concerns with the office building.

A hard copy of a Report on Activities for 2014 is given out to everyone present.

The BDA Budget will be introduced next Thursday. It is not necessary for a BDA Board member to be present at this meeting because it's not the public hearing; that will be in February.

Marketing/Events Committee: Chair D. Glennon

We are working to finish the calendar of events and will meet in February.

R. Starace suggests adding information brochures about the BDA with the information packets new residents receive at The Modern and other residential buildings. **V. Cividini** will make sure The Modern Lifestyle includes Main Street businesses in promotional materials. **S. Koperweis** wants to join The Modern Lifestyle Manager when she visits area businesses to get a sense of the food and services. **D. Glennon** questions if we the BDA can add gift certificates. This question will be addressed at a future meeting.

Construction Update: by Michael Maresca from the Fort Lee DPW

It's a 9 month project. The plan is for the pipe to be in by the end of April 2015 and then start the streetscape work. The entire project should be done by the end of the summer of 2015. Handouts were given to Board members to show the trees, trash receptacles, bike rack, and other elements that will be included in the Streetscape project. These items were vetted and selected last year with the Boswell engineer's. **S. Koperweis** will send recap to Mike.

R. Starace points out that funding for the streetscape project comes from a grant, not the BDA budget. But upkeep and funding to keep the streets clean will likely come from the BDA Budget. DPW

maintenance alone is not enough to keep them tidy. **F. Patti** believes we should educate area businesses about maintaining clean streets at the next Symposium.

V. Cividini stresses the need for harmony, making sure all pieces (bench, trees, and planters) look good together. For example, the bench and planters are both black and therefore match. Boswell designed where the lights, tree, are placed. The trees will be planted in the ground, not in a planter. The trees will be located along Center Ave to Lemoine, There are a total of 38 trees.

D. Glennon is concerned the cherry blossom trees selected for streetscaping project aren't retail friendly, and maybe they'll block businesses.

V. Cividini will bring a landscape artist with him at next meeting.

The current trash receptacles will be replaced with Big Belly solar trash compactors. BDA will pay for some of them. Big Belly allows advertising of events, calendars and marketing promotions on these receptacles.

As for the old current cans, Michael Moresca says why spend money for new trash cans when he can just paint the current receptacles black (not spray paint but a powder coating). You can buy inserts and also save money for brackets which can cost \$200. **M. Moresca** will bring a sample trash can in to show everyone at the next meeting?

R. Starace makes a request to see samples of pavers. A wall will be added and it has to match the sidewalk. **S. Koperweis** will check the minutes from a previous meeting to find out if pavers were selected. We're using concrete sidewalks. **Al Restaino** says we need to make final decisions next month in order to get trash cans by the summer.

VISUAL/CAPITAL IMPROVEMENTS: A. Clores is Chair.

The holiday decorations will be leased and ordered in April. The BDA will get quotes. One company does it all including installation and store decorations.

Another topic discussed concerns window designs. The plan is to put together a "how-to" seminar to give businesses guidance and suggestions and best practices for window designs. A raffle could be offered. The goal is to inspire other businesses to follow suit. Visual Managers may be good people to consult with about window designing.

SIGN FAÇADE COMMITTEE F. Patti is the Chair.

Starting 2/1/15 businesses will have to follow a new procedure to apply for a sign. B. Ribarro will hand out instruction sheets to applicants for a sign.

Banners are a problem. B. Ribarro will sign each banner approval and acknowledge if it is out of date. (There are people putting up banners who had no permission. Some of them are out of date).

Website

Content is being added to the website. **A Restaino** will confirm the current business list in the district.

Old Business

Parking - Meters were not covered during the holidays so people may not have known about the three hour free parking policy. Next time the meters need to be covered. One problem is that local employees use the free parking. And some people use the free parking longer than 3 hours. **The deadline to make any parking policy changes is October 2015.**

Post Office - The plan to move the Post office is looking like it will be approved. The bonding process is the next step in the plan to build a new parking deck.

The next BDA Meeting is scheduled for 2/11/15 at 6pm