

# Board Meeting of the Trustees

Fort Lee Improvement District Corporation

DBA: Business District Alliance (BDA) of Fort Lee

October 8, 2014

## Meeting Called to Order: 6:03pm

Present: Romina Starace, Michael Beyer, Mayor Mark Sokolich, Janice Friedman, Denis Glennon, Kathy Lee, James Liu, Frank Patti, Gloria Gallo, Anthony Clores, Councilman Harvey Sohmer,

Absent: Victor Cividini, Councilman Joseph Cervieri, Ashley Yook, Robert Durando, Brian Ribarro, Robert Clark

Also Attending: Al Restaino

## Adoption of Minutes September 10, 2014

**MOTION: A. Clores, Second by M. Beyer—APPROVED**

## Treasurers Report

**M. Beyer** says only a handful of checks are written monthly. Most are for startup costs. Tax Assessor told S. Koperweis the BDA of Fort Lee can expect a check soon from the Assessment collected so far that should total just under 50% of the budget. We are off about \$30,000 due to late payments or uncollected.

**MOTION: J. Liu, Second by J. Friedman—APPROVED**

## Executive Directors Report

**R. Starace** will sign the office lease after it is amended. **H. Sohmer** asks why the lease is in the budget. **S. Koperweis** explained that it is both a receivable and payable as the income is a donation of which we then pay rent.

2015 Draft Budget: the plan is to submit the 2015 Budget to City Council at the December meeting. It will include little or no startup costs. The BDA has been frugal. Capital funding issues/projects

in 2015 may include the Post Office project, visual improvements, and taking a look how to improve the West Side of Main Street.

All should review the budget and be prepared to discuss and vote on the 2015 budget at the next meeting; so we can be on time with presentation and hearing to Council

**M. Beyer** and **J. Liu** agree to be members of a new **Budget Committee**.

### Marketing

So far, 250 Resident Surveys have been returned. Question about whether to add the following property to the BDA District (address is 2050 Central Road). The **Mayor** suggests adding them now while they are eager to be a part of what is happening in town. The ordinance can be changed to include them in the district. R. Starace **R. Starace** and **S. Koperweis** plan to visit them soon.

### Capital—Wayfinding Signage

The Department of Transportation (DOT) and the Port Authority of NY & NJ have not been responsive. **S. Koperweis** and **R. Durando** will continue to work on this issue. The Municipal Parking signage needs to be improved to help navigate into the parking lot.

Marketing/Events Committee 9/17/14 Minutes recap by **D. Glennon**. The Marketing/Events Committee is considering numerous events to host or partner with other groups in 2015. Right now the focus is on the 11/10/14 Symposium.

Next Marketing/Events Committee Meeting is tentatively scheduled for 10.15.14.

Kloe Restaurant (Neon Sign problem); The Mayor is looking for a solution or compromise as Neon Signs are not permitted. Will work with S. Koperweis to resolve.

### Website Update

The website is up and running with basic information. The next step is to add full content.

### Synergy Video Proposal

S. Koperweis will meet with a Synergy Video Company official next week and take them to the Modern to see the room where the Symposium will be held. Synergy Video will be producing 5 videos, each that runs about 3 minutes; and S. Koperweis will also ask them to record the Symposium (quote to come).

### Symposium

There was a meeting at the Modern last week. The plan is to send out invitations/flyer by Friday. **R. Starace** suggests having a RSVP list and only allowing those who confirmed to attend. Light food will be provided by three local restaurants; Baggios, Khloe, and a Korean restaurant yet to be determined. The flyer/invite photo chosen is an artist rendering showing what Fort Lee will look like once the Hudson Lights development is completed (new and improved Fort Lee).

### Walk/Tour with Congressman Pascrell

Congressman Pascrell did a walking tour along Main Street in Fort Lee. He was promoting small business loans. H. Sohmer questioned if business owners in town could take advantage of these SBA loans? The problem is the application process is convoluted. S. Koperweis suggests a Sign Grant program with a 50/50 match.

Send J. Friedman a copy of the Realtor List.

### Other Business/Update

Post Office; **The Mayor** describes it as a slow moving process. He wants to start the process for building a new parking deck before getting an answer as to whether the Post Office building can be moved to accommodate new construction.

### Virgona Project

**A. Clores** shows a blue print/artist rendering of the project. The plan calls for market rate rentals and parking spaces. There are questions about whether the parking is sufficient. The Mayor says it's ok if there is no retail on the ground floor.

**MOTION TO ADJOURN: 7:06PM**

**M. Beyer, Second by A Clores—APPROVED**

\*Next meeting scheduled for 11/12/14