

Board Meeting of the Trustees

Fort Lee Improvement District Corporation

DBA: Business District Alliance (BDA) of Fort Lee

December 10, 2014

Meeting Called to Order: 6:06pm

Present: Romina Starace, Mayor Mark Sokolich, James Liu, Frank Patti, Denis Glennon (via phone), Anthony Clores, Michael Beyer, Robert Durando, Councilman Harvey Sohmer, Ashley Yook

Absent: Victor Cividini, Janice Friedman, Gloria Gallo, Brian Ribarro, Robert D. Clark, Kathy Lee,

Also Present: Al Restaino

Adoption of 11/12/14 Minutes

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

Treasurer's Report

M. Beyer says we spent about \$12,000 in November, about \$3,000 of that amount was spent for the 11-10-14 Symposium.

MOTION: J. Liu, Second by A. Clores—APPROVED

President's Report

R. Starace says *Michael Lesler, Exec.VP of the Bank of NJ*, is interested in supporting the BDA of Fort Lee by either sitting on the board or offering his help in other ways. **S. Koperweis** will reach out to Mr. Lesler with Romina.

The owner of a local business, *Copper Tile*, questioned why he should be required to pay the assessment because he believes his business will not benefit from any of the BDA's marketing

and promotions. **Mayor Sokolich** says he understands this concern but also believes that everyone will benefit from the improvements to Main Street. The board concurs.

S. Koperweis will contact Mike from Copper Tile and explain the assessment to him.

Executive Director's Report

BDA of Fort Lee office lease at 201 Main Street: **S. Koperweis** points out several concerns at the office building. They include difficulty controlling and sometime accessing enough heat, filthy bathroom, no cleaning service, and metal bars on windows that can't be opened for fresh air. There was discussion about moving the office to another location. But **S. Koperweis** recommends talking to the building owner, Ms. Kim, to try to resolve some of the above issues.

Another Symposium will be held for retailers. Realtors will also be invited. The plan is to host it at a local retailers business in the spring of 2015. One invited speaker will likely be the International Conference of Shopping Centers.

Holiday lights need to be updated and replaced. There are several types of lights to consider; banners, pole lights, swing lights (which span across the street). Lights can also be added to planters and/or nearby receptacles. Bids will go out to several companies.

Al Restaino will check if the new poles will include brackets so that lights and banners could be hung. The current poles do not go all the way down Main Street. Holiday decorations must include all of Main Street.

The Capital Improvements Committee scheduled a date to meet on December 11, 2014.

S. Koperweis will follow up.

Old Business

The 2015 budget was presented at the last meeting. It is scheduled to be officially introduced to Fort Lee Council members on 1/15/15. **R. Starace** will be present at that meeting. **S. Koperweis** will be on vacation. A hearing will be scheduled in February. **S. Koperweis** is putting together a report explaining the 2015 budget. **BDA Board Members** are invited to contribute to this report.

Sign Ordinance

The Sign Committee will meet tomorrow to review different structures. **F. Patti** points out that this committee will be reorganized so will run smoother. **S. Koperweis** will guide the committee.

Website

Board members present received a hard copy illustrating what the website will look like. Final designs are still being considered. There are mixed opinions from board members about using a photo of the George Washington Bridge. Another suggestion is to use an artist rendering of what Main Street will look once improvements and construction is completed. A link of the website will be included on the boroughs website.

New Business

A Yook and **A Clores** will serve on the Nominating Committee. They will meet soon to discuss options for officers who will serve in 2015. **Recommendations will be presented at the next meeting.**

A Clores suggests the BDA of Fort Lee take out ad's in the Suburbanite newspaper, similar to those done for Englewood, which are by the Chamber.

The BDA will put together a brochure/business directory. **J. Friedman** and **S. Koperweis** are working on this project.

Next Meeting Date: A request was made to move the meeting to accommodate travel/vacation schedules. New date and time are: **January 7, 2015 at 5:30 pm.**

Happy Holidays!

MOTION: To Adjourn 7PM

M. Beyer, Second by A. Clores