

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
2/11/15

Call to Order: 6:03

Present: Mayor Mark Sokolich, Ashley Yook, Kathy Lee, Gloria Gallo, , Harvey Sohmer, Frank Patti, James Liu, Vic Cividini, Al Restaino, Councilman Joseph Cervieri, Anthony Clores, Dennis Glennon, Romina Starace, Janice Friedman

Absent: Michael Beyer, Robert Clark

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

Adoption of 1.7.15 Minutes

MOTION: A. Clores, Second by J. Liu with noted changes regarding construction update by M. Maresca and wording regarding “plan to be in by end of April” —**APPROVED**

Treasurer’s Report

The financials will be presented next meeting.

MOTION: Second by —APPROVED

President’s Report

R. Starace thanked **Kathy, James and Ashley** for their involvement in the Edgewater Gift Card donation project for the fire victims. We were able to donate more than \$7,100 in gift cards to the Edgewater Strong charity. The final spread sheet showing who participated and the amounts and the cards were presented to the charity and was shown on NBC TV.

Mayor Sokolich thanked all calling it an “incredible undertaking” showing the strength and heart of the BDA. He noted he is very proud to be part of such a wonderful organization. And he stated that Councilman Sohmer and he donated 100 pillows to the cause, as they were in desperate need.

Executive Director's Report

Administration: S. Koperweis noted that Desiree will be leaving the BDA for an opportunity in New York City. He was very pleased to work with her and will be sorely missed. Everyone wished her much success.

The lease was reviewed with the landlord so all have a complete understanding of the rent and common area charges.

Committee Reports

Marketing/Events: A meeting will be held tomorrow to finalize the events calendar. The concept is to concentrate on seasonal themes with direct reference to the new Fort Lee positioning/promise.

S. Koperweis will send the link of the videos of the symposium for all to review. Once finalized they will be posted on the web site and You Tube.

Old Business

Budget Hearing: Mayor reported to board the story that appeared in the local paper stating the BDA Budget is calling for a 19% hike as unfair and not accurate. After much discussion all agreed to just let it be and present the budget at the hearing a sound fiscal policy; as it is. J. Friedman agreed that it was not the best choice of words and that the board or director should have been contacted first.

Sign Committee: F. Patti explained the new procedures and policies to the board. There is a full check list that each applicant must adhere to; each application will be reviewed by S. Koperweis and send comments to committee for consideration prior to the meeting. There is a ten (10) day cut off period for all applications to be heard for the next meeting; and no application will be allowed to deviate from the ordinance. He thanked B. Ribarro and S. Koperweis for their guidance and advice.

Web Site: We are targeting an April launch and need to forgo the business list at this time.

Main Street Streetscape Project

There is a discussion about what kind of light poles, flower pots, trash cans, and banner/planter posts will be used in the project. The planter and banner will be interchangeable. There will be 2 sets of brackets on each pole. One problem with hanging banners perpendicular to curb line is a box truck could hit one. Need to decide if going to be parallel or not. **Mike Maresca from Fort Lee DPW will get quotes on installation and product.**

Trash cans: Mike Maresca brought in a trash can from Main Street that he painted to see if board members like that option. This plan would save money. Big Belly Solar trash receptacles can be added to the mix of receptacles. S. Koperweis handed out pictures. There are two versions; a single with or a double with advertising on both sides or can be fully wrapped. Big Belly receptacles have a sensor that sends an alert signal when they're full. They decrease trash pickup by 25%, increase recycling use, and it's easy to change the advertising or wraps.

S. Koperweis should have a price for Big Belly next week. Once Stuart gets the quote he will send it to the board and photos.

Concrete and pavers: **S. Koperweis** showed photos of proposed paving, black three grates; which is different from what the Modern and Tucker are doing. **V. Cividini** will bring paving samples. The selection of walls will be decided later.

Benches and light posts are black. The planters and bike racks are a silver grayish color.

F. Patti has concerns about the trees. He says they're not easy to maintain and are too big.

V. Cividini will bring a landscape architect to meet with board members soon; or set up meeting with S. Koperweis to review and report back

New Business

The BDA is planning to host another symposium. The suggested dates are 4/20/15 or 4/27/15. This symposium will be for retailers. It will be similar to the previous symposium but not as formal. **K. Lee** suggests Cosmos as a possible venue option. **A. Yook and the Mayor** know the business owners.

R. Starace recommends Kiki's. **A. Yook** will call Kiki's to find out if that venue is available and to see if the venue is big enough for the symposium.

D. Glennon and **S. Koperweis** will work on the product for the Symposium. At the symposium, the BDA will also educate and encourage retailers to consider various window treatment options.

MOTION: To Adjourn 7:06pm

J. Liu, R. Durando 2nd Motion

*Next BDA Meeting is scheduled for 3/11/15