

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
3/11/15

Call to Order: 6:00 pm

Present: Mayor Mark Sokolich, Michael Beyer, Councilman Joseph Cervieri, Anthony Clores, Victor Cividini, Robert Durando, Gloria Gallo, Denis Glennon, Kathy Lee, James Liu, Councilman Harvey Sohmer, Romina Starace, Ashley Yook

Absent: Janice Friedman, Frank Patti, Brian Ribarro, Robert Clark

Also Present: Michael Maresca-Fort Lee Director of Public Works, Al Restaino-Business Administrator, Tom Meyers-Fort Lee Film Commission, BDA Staff

Adoption of 2.11.15 Minutes

**MOTION: J. Liu, Second by A. Clores with noted changes regarding attendees—
APPROVED**

Treasurer's Report

M. Beyer noted that January and February financials are completed. He also noted the small administration expenditures so far to date and is anxious to start spending money on the improvements. He commented that people are already starting to be appreciative of the BDA's efforts.

S. Koperweis talked about the over/under for 2014/2015. Explained the actual carryover from the capital funding was more because of under estimate in Quick Books and that we received more in January. The meeting expenses were over due to the symposium and there should be a zero balance at the end of 2015.

A copy of the budget will be sent to **A. Clores** and **F. Patti**. In the future, a copy of the budget will be sent to **R. Starace**, and anyone else who will be attending the meeting via conference call.

President's Report

Symposium

R. Starace noted that all plans are set for the symposium on April 27th at the Fort Lee Athletic Club from 6-8pm. The cost of rent for the day is \$200 and can hold about 150 people. Would like to use new vendors for the food but would also like to use Poon Lim again as they were able to supply the dinnerware. Would also use the same liquor store (not sure if there is another one). Also, **R. Starace** will look into if the Athletic Club has a liquor license.

S. Koperweis and **H. Levine** will put together the food options.

It was noted that the same power point presentation can be used and there should be no need for a video.

The invite list will include both business and commercial owners. **S. Koperweis** suggested using a company such as InfoUSA since the current business list has some holes in it. The company will provide lists and emails for \$400. **MOTION: Mayor Sokolich, Second by R. Starace—APPROVED**

Executive Director's Report

Administration

S. Koperweis introduced **Heidi Levine** as the new Manager for the BDA office.

Mayor M. Sokolich complimented **V. Cividini**, **M. Maresca**, **T. Meyers**, and **A. Restaino** on their outstanding work ethic.

Sign Committee

S. Koperweis has a meeting scheduled with the sign committee on 3/12/15. He stated that the committee is moving along very well and was very complimentary of the members.

Committee Reports

Marketing/Events

Calendar

S. Koperweis and **K. Lee** met with **Jerry Rockoff**, managing director of RKF and representing Hudson Lights. The discussion was to see how the BDA can support them and Jerry provided a retail analysis packet.

Video

The video is complete. **S. Koperweis** will send a copy of both to all members. There are two versions that will be put on You Tube and the website.

Visual Capital Improvement

Big Belly

S. Koperweis will coordinate county trash cans and Big Belly

M. Maresca said the current trash cans have been painted and delivered which should now free up the budget for Big Belly.

The turn-around time frame for Big Belly is 30-60 days. The order should be for 5-10 cans with a cost factor of about \$4000 per can. (Quote to be obtained and sent to VIC committee). They can be wrapped or have an insert. **R. Starace** wondered if the Big Belly should have the DBA logo wrapped or the events calendars insert. **S. Koperweis** suggested the insert option and **Mayor M. Sokolich** suggested to create a theme for the inserts. **R. Starace** would like to know the total savings.

Old Business

Sign Ordinance Update

In progress

Website Update

In progress

Main Street Project

Furniture

S. Koperweis showed pictures of tree grate (black), cement (grey) and paver boarder (white) and **V. Cividini** showed samples. There was much discussion about the colors schemes. **V. Cividini** will donate a section of walkway so that **M. Maresca** can provide an actual sample of the cement and paver layout, will review selections with Stuart in field and set up.

Trees

S. Koperweis talked to the landscape artist (who also works with The Modern) and he suggests the Zelcova tree as it grows tall and narrow and is trim-able. **S. Koperweis** passed around pictures and will send specs of the trees.

S. Koperweis also mentioned that there could be up-lighting put in the tree pits and passed around pictures. The lights are LED and are placed underneath the grate. They can be solar powered or hard wired. **S. Koperweis** will forward the specs onto **M. Maresca**.

Mayor M. Sokolich passed around Town Center and Urban Villages book for ideas. He also distributed copies of the feature story (Fort Lee's Tricky Redevelopment) in NJ Municipalities.

DOT – Rt. 46

S. Koperweis is working with **Vincent Burns** and **R. Durando**. **S. Koperweis** showed the sign structures that are scheduled to be updated in 2015. On the one sign, the straight arrow is being changed to a curved arrow and there will be an additional “Coming up in 200 Feet” sign. Also, the building that is currently on the corner is up for sale; which opens up another option being pursued. The right of way / eminent domain process could take about 2-3 years to resolve. **S. Koperweis following up.**

New Business

Marketing – Public Relations Contract

S. Koperweis provided a chart outlining the 3 different quotes. **D. Glennon** gave the background and **S. Koperweis** talked about the differences between the 3 groups. The final determination was to go with Direct. Although they are not local, they offer the best price and competence. **S. Koperweis** suggested to go with Direct for a year and then revisit.

R. Starace put up the vote to hire Direct. **Mayor M. Sokolich** gave **D. Glennon** his proxy and **A. Clores** abstained.

MOTION to hire Direct: D. Glennon, Second by K. Lee – APPROVED

Banking

R. Starace introduced **S. Koperweis** to the Bank of NJ and they are willing to work with the BDA on opening a CD and waiving an early withdrawal penalty. Vote on opening a 3 year CD for \$150,000 with a 1.5% interest rate.

MOTION to open CD: J. Liu, Second by A. Yook – APPROVED
R. Starace, Mayor M. Sokolich and A. Clores abstain

Parking

G. Gallo talked about the new meter options for Main Street. The Muni meters have a higher cost (\$5-\$7,000 each for a total of \$30-40,000), require bigger spaces, not pedestrian friendly and cause confusion. Versus the single space Smart double poles which are \$500 each for a total of \$15,000.

It was agreed to go with the Smart meters instead of the Muni meters. **G. Gallo will send an actual quote so it can be voted on at the next meeting.**

The parking meter block span is currently for 1 hour and discussion was to look at making it 3 hours. The PA will absorb the month cost but there is question over who is responsible for new meters. The BDA will partner with the PA.

MOTION to adjourn at 7:30 pm: R. Starace, Second by Mayor M. Sokolich – APPROVED

*Next BDA Meeting is scheduled for 4/8/15