

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
4/8/15

Call to Order: 6:09 pm

Present: Councilman Joseph Cervieri, Anthony Clores, Robert Durando, Janice Friedman, Denis Glennon, James Liu, Frank Patti, Mayor Mark Sokolich, Romina Starace, Ashley Yook

Absent: Michael Beyer, Victor Cividini, Gloria Gallo, Kathy Lee, Brian Ribarro, Councilman Harvey Sohmer, Robert Clark

Also Present: Michael Maresca-Fort Lee Director of Public Works, Al Restaino-Business Administrator, Vin Gopal-Direct Development

Adoption of 3.11.15 Minutes

MOTION: J. Liu, Second by R. Durand — APPROVED

Treasurer's Report

M. Beyer was on vacation so we will wait for his return to sign off on the financials and present with next months.

S. Koperweis mentioned that \$150,000 was put into a 3 year CD with a 1.5% interest rate and no penalties; as instructed.

President's Report

R. Starace will review in Committee Reports

Committee Reports

Marketing/Events Committee

S. Koperweis reviewed the Calendar of Events.

There were several recommendations from the Committee for the board to consider as motions:

Fort Lee Film Arts & Music Festival – \$500 to sponsor and \$1500 for raffle giveaways

Synergy Productions – Video of current conditions and ongoing improvements for future use

Tent – to be used for all activities

MOTION: to allocate \$500 for sponsorship and \$1500 on raffle giveaways; to have Synergy Productions capture construction progress; to allocate (but not to exceed) \$2,500 for purchase of a tent for events: J. Cervieri, Second by F. Patti – APPROVED

Marketing - Direct Development – **S. Koperweis** introduced **Vin Gopal** of the marketing company *Direct Development*. **Mr. Gopal** thanked everyone for the opportunity and gave an overview of his current staff and clients. *Direct Development* will support events and the businesses in the District. *Direct Development* will work on developing and maintain social media such as Facebook and Twitter. They will also provide seminars for the businesses on the best way to market themselves with press releases and social media.

Mayor M. Sokolich mentioned how great the BDA group is, how non-political it is and can't wait for the new App to be up and running. **S. Koperweis** suggest the App be able to expand to the entire Fort Lee community.

Symposium – **R. Starace** suggested to do the drawing for the raffle of the window display contest at the end of the event. **S. Koperweis** said staff will work on the details such as figuring out which retailers have windows.

Visual Capital Improvement

Big Belly

S. Koperweis suggested to hold off on purchase until Street Scape is further along.

S. Koperweis met with the Beautification Committee and suggested they do planters on the sidewalks on Main Street - west of Center Ave down to Route 46. **M. Maresca** pointed out that they are no street lights in that area. **A. Clores** asked if we could put up more street lights and **A. Restaino** said yes but it would require more grants. It was already put through once and it was not successful, but he is willing to try again.

Old Business

Sign Ordinance Update

S. Koperweis said he is working with Paul Leale and Brian Ribarro and things are moving along well and they look forward to **F. Patti** coming back. **F. Patti** feels the sign ordinance is critical to the image of Fort Lee. **F. Patti** acknowledged **S. Koperweis** and Brian's ability to make it work.

Website Update

S. Koperweis transferred the ownership of the domain names from Millennium Strategies, LLC to BDA; this will allow the BDA complete control. Regarding the current web site creation, D. Glennon suggested to find a new vendor for the website creation, as this is taking too long and has been very difficult. **S. Koperweis** has requested a quote from Direct Development.

Main Street Project

Pavers

S. Koperweis showed pictures of the paver layout sample that **M. Maresca** put together. M. Maresca also pointed out that the tree grates will be black.

MOTION: to use the Charcoal color for the street scape pavers: J. Liu, Second by F. Patti – APPROVED

S. Koperweis will get the exact specs and send to **R. Durando** so they can include in the NYNJPA bid document.

F. Patti inquired about maintenance and **M. Maresca** said they have a service and will even donate a gum removal machine.

Lights

A. Restaino talked about the up-lights for the tree pits. Does not know if there is room in the current budget for them. **R. Starace** questioned if the DBA can fund them. **A. Restaino** requested for the board to authorize to move forward conditionally and the BDA would be responsible for excess (not to exceed \$60K) as there is not enough time to wait until next meeting. **M. Maresca** will also work on the power specifications.

MOTION: BDA to supplement the up-lights but not to exceed \$60,000: F. Patti, Second by D. Glennon – APPROVED

Trees

There was discussion on the various tree options. **S. Koperweis** will e-mail pictures of the tree varieties and ask for an immediate vote. Will let **M. Maresca** know of approved selection by Monday.

New Business

Commendations

D. Glennon made a proposal for a commendation to be made to the Plaza Diner in recognizing their transformation of an iconic landmark. **S. Koperweis** noted that a policy should be put into place and should be part of overall public relations. Will work with Direct Development on creating a plan to implement.

501 (c3)

S. Koperweis announced that the 501 (c3) status was approved in October and just waiting for the paperwork to be received.

MOTION to adjourn at 7:20 pm: F. Patti, Second by A. Yook – APPROVED

*Next BDA Meeting is scheduled for 5/13/15