

Board Meeting of the Trustees
Fort Lee Improvement District Corporation

DBA: Business District Alliance (BDA) of Fort Lee

May 7, 2014
Borough Hall

Meeting called to Order at 6:04pm

Present: Mayor Mark Sokolich, Romina Starace, Frank Patti, Denis Glennon, Anthony — Clores, Michael Beyer, Kathy Lee

Absent: James Liu, Ashley Yook

Also Attending: Al Restaino, Councilman Harvey Sohmer, Janice Friedman, Gloria Gallo, Tom Meyers (Executive Director of Fort Lee Film Commission), Victor Cividini of SJP Properties,

Adoption of Minutes: April 2, 2014

MOTION: A. Clores, Second by F. Patti--APPROVED

Treasurer's Report:

Bank Account established at the Bank of New Jersey

MOTION: to limit debit card expense not to exceed \$1,000

M. Beyer, 2nd by F. Patti--APPROVED

S. Koperweis will go over bank reconciliation with **M. Beyer** prior to board meetings; and noted the Treasurer will sign off on financial reports (P&L, Balance sheet) prior to future board meetings.

President's Report

S. Koperweis notes BDA meetings are held 1st Wednesday of every month. Notices will be sent out. Please RSVP

BDA Binders were handed out to that includes minutes, bi-laws, membership list, & other BDA information for members to keep.

Executive Director Report

Marketing-Web + Application + Branding

Discussion regarding possible cross promotion with the Fort Lee Film Commission and Arts and Music Fair. Ideas include handing out flyers, put up banners, and setting up a booth with information about the BDA. The primary goal is to promote Main Street businesses. Another idea, sponsor two nights at the Movies Under the Stars summer program. **R. Starace** questioned the cost. **Tom Meyer, Executive Director of the Fort Lee Film Commission** says cost is on sliding scale (\$250 for partial, \$500 to sponsor whole event).

MOTION: to establish a marketing subcommittee to work on branding and sponsorship program-next board meeting.

A. Clores, 2nd by F. Patti--APPROVED

A. Clores will put together a list of dates.

Al Restaino will follow up with a list of businesses.

Janice Friedman will come up with a cross promotion marketing plan to support the two movie nights.

Branding: **S. Koperweis** has been trying to get already completed market and retail analysis to avoid spending \$50,000+ for this information. He asks **V. Cividini** for his opinion and research. **V. Cividini** points out the importance of a targeted audience. Walk ability is key.

S. Koperweis, Victor Cividini, and D. Glennon will have more conversations on this issue

Assessments: topic brought up by **Al Restaino**. Issue is whether to begin billing property owners as of 1/1/14 or 4/1/14. **Mayor Mark Sokolich** questioned the legitimacy of doing so.

S. Koperweis says property owners were notified of their assessment amount twice, once in November for the original ordinance and then again in April for the amendments. **F. Patti** asked when the BDA was legally operating. **S. Koperweis** noted that the Certificate Incorporate date was 11/18/13. And there were subsequent meetings since then. Again on 4/10/14 the ordinance and budget were amended.

MOTION: 1/1/14 shall be the effective date of the assessments in accordance with the budget year.

M. Beyer, 2nd by D. Glennon—APPROVED

Capital—Welcome Signs + Lights

Sign committee is considering making changes to Sign Ordinance. Concerned there are inconsistencies. **S. Koperweis** has met with **F. Patti** and **A. Clores** on this issue. **S. Koperweis** suggests setting up a subcommittee to review and make recommendations.

MOTION to set up Subcommittee for Sign Ordinance.
M. Beyer, 2nd by K. Lee --APPROVED

A. Clores, F. Patti, D. Glennon and **S. Koperweis** will be meeting with Donny – will set up meeting to begin process.

Street Lights:

F. Patti asked if there are grant funds available. **S. Koperweis** noted that the Borough was applying for a DOT grant; which we are part of process; and that they could get as much as \$250,000.

A. Clores wants to make the sure color of the lights are the same as in the new development.

Mayor Mark Sokolich leaves meeting @6:55pm

A meeting was held on April 29th to view the sample light that is being used in development. A final recommendation/decision was made by those present (Dennis, Frank, Mike, Harvey, Romina and Stuart) to use this light. This light will be on 12 foot poles; and new heads will be placed on old poles in area and painted by the Borough to match black.

Parking:

G. Gallo talked about the many planned changes (i.e. ordinance, losing parking on 1 side of street). Debate about when new meters will be set. Likely time frame is between August and October 2014.

Parking deck will be reviewed with **M. Beyer, S. Koperweis**. They will work with **G. Gallo** to coordinate input.

Administration-Office

The BDA of Fort Lee office is up and running.

Email address is office@BDAftLee.com

Office phone number is 201-580-6099. It should be functioning next week. Steady office hours begin next week.

Old Business

Auditor: follow up approval via email vote

MOTION: F. Patti, 2nd by M. Beyer—Approved

New Business

Office Equipment

A second desk will be added and file cabinets. The space could accommodate a small meeting. Another meeting option is the community center.

Other

F. Patti nominates Victor Cividini of SJP Properties to serve on the board.

MOTION: F. Patti, 2nd by A. Clores—APPROVED

Adjourn

MOTION: F. Patti, 2nd by M. Beyer—APPROVED 7:23pm

Next Meeting Date: June 4, 2014