

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
6/10/15

Call to Order: 6:00 pm

Present: Michael Beyer, Victor Cividini, Anthony Clores, Robert Durando, Janice Friedman, Gloria Gallo, Denis Glennon, James Liu, Frank Patti, Councilman Harvey Sohmer, Mayor Mark Sokolich, Romina Starace

Absent: Councilman Joseph Cervieri, Kathy Lee, Brian Ribarro, Robert Clark, Ashley Yook

Also Present: Michael Maresca-Fort Lee Director of Public Works, Tom Meyers & Nelson Page – Fort Lee Film Commission, Vin Gopal & Venus Ranieri - Direct Development

Adoption of 5.13.15 Minutes

MOTION: R. Durando, Second by A. Clores — APPROVED

Treasurer's Report

M. Beyer reviewed May's financials. He noted that the current assets are at \$270,000. Checks for the month of May were \$12,000. He noted that he just received the Auditor's report. He will review and go over the report at the July board meeting.

Committee Reports

Marketing/Events Committee

Social Media – **Vin Gopal** and **Venus Ranieri** of *Direct Development* gave a presentation on the social media outlets that the BDA will be using. The social media outlets will be Facebook, Twitter, Instagram, LinkedIn, and You Tube. *Direct Development* explained the need for social outlets for branding, engagements, SEO (search engine optimization) and drives traffic. **J. Friedman** asked how we can advertise on Facebook. *Direct Development* advised that we can pay for advertising or make relationships with other established Facebook pages of local businesses. **Mayor M. Sokolich** also suggested that the town website can be linked up with these outlets. **D. Glennon** suggested that the visuals on these sites be changed regularly and the BDA logo should be super-imposed on the pictures.

Visual Capital Improvement

Streetscape – **S. Koperweis** suggested to wait for the completion of the Main Street before making any final decisions.

Environmental – **S. Koperweis** suggested to wait for the completion of the Main Street before making any final decisions.

Holiday Decorations – **A. Clores** passed along a quote for a banner surround. **H. Levine** will get quotes from other vendors for comparison.

Beautification/Clean – **S. Koperweis** presented the contract with Commercial District Services, LLC (CDS) to provide 3 ambassadors to maintain and enforce the cleaning ordinance for the business district 3 days a week for 4 hours per day. The services will begin around mid-August or upon completion of the Street Scape. The ambassadors will wear uniforms with the BDA logo. **S. Koperweis** will obtain a copy of the cleaning ordinance and mail a letter to notify the store owners. **R. Starace** suggested to put the cost and purchase information of a container in the letter. **M. Maresca** advised that the letter should also offer the suggestion of multiple stores sharing the cost of the container. The ambassadors will maintain a log of problems. **F. Patti** suggested to put out a press release.

MOTION: BDA to hire Commercial District Services, LLC, for cleaning and code enforcement for 20 hours/week for a cost of \$810/week: F. Patti, Second by D. Glennon – APPROVED

Old Business

Sign

F. Patti said the ordinance is being worked on by **S. Koperweis** and Mike Jovishoff. **S. Koperweis** has recommendations to work on and create a new sign ordinance.

Main Street

S. Koperweis and **M. Maresca** toured the West end of Main Street and they noted that Main Street will be paved all the way down to the Rout 46 overpass. **S. Koperweis** will work with DOT 46 to see if a sign can be put on the overpass. **A. Clores** noted that eventually all the light posts in the district will be painted black and have new heads.

DOT 46

S. Koperweis is waiting to talk to them.

Arts & Music Festival

Review

Tom Meyers of the Fort Lee Film Commission said that the festival was a success. He noted from the survey that the paper was the best way of advertising. Based on the success of the festival he also recommended participation in the St. Rocco's Feast.

Survey & Raffle Winners

S. Koperweis passed around the survey results from the recent Art and Music Festival. BDA members then spun the wheel to determine prize amounts for the winners.

New Business

St. Rocco's Feast

S. Koperweis recommended to create a uniform policy for sponsorships for variety of entities in town. For example, \$100 per day or max \$500 per event. **D. Glennon** said the objective is to promote the BDA members. **D. Glennon** will put something together to create a presence at the festivals.

Light pole bases

M. Maresca showed that the bases for the old light poles, new light poles and parking meters do not match. There will be 3 different varieties of bases but since they are similar it was determined that it would be ok if they do not match exactly.

Parking

F. Patti mentioned that the Chamber is receiving complaints regarding parking in the district and could have a potential negative impact on the BDA. A long conversation regarding the status of parking permits by G. Gallo and the board took place. It was decided that the BDA should monitor and keep in close contact with the Chamber; and in future the Chamber should notify the BDA of such complaints.

MOTION to adjourn at 7:35 pm: J. Lieu, Second by R. Durando – APPROVED

*Next BDA Meeting is scheduled for 7/8/15