

# Board Meeting of the Trustees

Fort Lee Improvement District Corporation

DBA: Business District Alliance (BDA) of Fort Lee

**June 4, 2014**

**Senior Center**

## **Meeting called to Order at 6:05pm**

Present: Romina Starace, Michael Beyer, Councilman Joseph Cervieri, Victor Cividini, Janice Friedman, Denis Glennon, Kathy Lee, James Liu, Councilman Harvey Sohmer, Ashley Yook,

Absent: Mayor Mark Sokolich, Anthony Clores, Frank Patti, Gloria Gallo, Brian Ribarro

Also Present: Robert Durando (General Manager, Port Authority of NY & NJ), Robert Clark (Vice President Development, Tucker Development), and Joseph Iannconi Jr. (Fort Lee Tax Collector)

## **Adoption of Minutes: May 7, 2014**

**MOTION: M. Beyer, Second by D. Glennon—APPROVED**

## **Treasurer's Report:**

M. Beyer announced checks with go out on a monthly basis.

Borough has agreed to provide an advance against assessment for an amount up to \$50,000 as working capital, if needed.

## **President's Report:**

Debit card is now available. \$1,000 limit is allowed without prior notification; as long as within guidelines of budget.

Discussion on adding two new board members as in accordance with the Bylaws and policy.

**MOTION: Nomination of Mr. Robert Clark (V.P., Tucker Development) and Mr. Robert Durando (G. Manager, Port Authority of NY & NJ) be added to the Board of Trustees.**

**J. Liu, Second by M. Beyer—APPROVED**

## **Executive Director's Report:**

### Marketing—Web + Application

GoDaddy is our website provider. Staff will be working to set up next in July.

S. Koperweis discussed Mobile application as part of marketing strategy.

S. Koperweis, V. Cividini, & D. Glennon are on the subcommittee working on market analysis

### Capital—Welcome Signs—Rt. 46

TODS (Tourist Oriented Development) Signs. The plan calls for three signs to take people off Rt. 46 and direct them toward Main Street shopping area. (The Rt. 46 sign is not the borough or BDA's responsibility). Cost is \$400 per sign. Location of the two local signs will be determined. Signs could be ready within 3 months. SZK will follow up and confirm.

### Administration—Office

R. Starace says she will look into possibility of removing grates off of the windows of the BDA of Fort Lee office

### Assessments

**S. Koperweis** says tax assessor would like assessments sent out twice per year (January & July). Discussion about how the assessments should be sent out: as part of regular tax bill or under separate cover. It was decided to be under separate cover. Staff will work with Joseph Iannoni Jr. to coordinate mailer; they will stuff envelopes with introductory letter.

### **Old Business:**

**Tom Meyers, Executive Director of the Fort Lee Film Commission** gave a summary about the Music & Arts Fair on 6/1/14. Great turnout, very successful event. Goal is to create a synergy between the BDA and the Film Commission. He will give us photos showing Main Street packed with people.

**J. Cervieri** says the long term goal, once the theatre is open, is to have a Film Festival in Fort Lee.

**Robert Clark, from Tucker Development**, gave an update on their project. Project calls for 140,000 sq ft. retail, small movie theatre with 8 screens. Project is under construction. First phase of Ipix is 40,000 sq. ft. for 2015.

**S. Koperweis** stressed need to connect various projects so people, tenants, can get to Main Street.

**MOTION to ADJOURN: 6:54PM**

Next Meeting Date TBD