

**Board Meeting of the Trustees**  
**Fort Lee Improvement District Corporation**  
**DBA: Business District Alliance (BDA) of Fort Lee**  
**7/08/15**

Call to Order: 6:03 pm

Present: Michael Beyer, Councilman Joseph Cervieri, Robert Durando, Janice Friedman, Gloria Gallo, Denis Glennon, Kathy Lee, Frank Patti, Councilman Harvey Sohmer, Mayor Mark Sokolich, Romina Starace, Ashley Yook

Absent: Victor Cividini Anthony Clores, James Liu, Brian Ribarro, Robert Clark

Also Present: Michael Maresca – Fort Lee Director of Public Works, Tom Meyers & Nelson Page – Fort Lee Film Commission

**Adoption of 6.10.15 Minutes**

**MOTION: F. Patti, Second by M. Beyer** — with noted changes regarding parking update by **G. Gallo** to read “Suggestions were made for the Parking Authority to explore options.” **APPROVED**

**Treasurer’s Report**

**M. Beyer** reviewed June’s financials. In going over the Profit & Loss Statement he noted that the large expense for the month was for the raffle prizes at the Arts & Music Festival. As to date there have been 14 gift cards awarded for a total of \$500.

The Auditor’s report was passed out. **M. Beyer** said that it is easy to read and that the BDA is in good standing; as 2014 was a start-up year.

**MOTION to accept Audit: M. Beyer, Second by F. Patti — APPROVED**

**Committee Reports**

**Visual Capital Improvement**

*Streetscape* – **R. Starace** noted how good the newly constructed section of the South side of Main Street is looking. The trees have just been installed and pavers are scheduled to be installed soon.

*Window Displays* – It is being recommended by the Committee (see minutes of 7.1.15 meeting) that we create Block Ambassadors to coordinate Holiday window displays and the raffle contest. Looking into local design schools (i.e. F.I.T.) to hire a student to design 10 to 15 strategically chosen windows using a theme that the BDA chooses.

*Banners* – waiting for streetscape to be completed

*Beautification/Clean* – The start date for Commercial District Services (CDS), LLC has been moved up. They have been in contact with the borough in order to hire local help. They should be able to start in about 2 weeks. **S. Koperweis** is working with **M. Maresca** and the Department of Health to explain and enforce the Garbage Ordinance to the restaurants in order to protect the investment of the new streetscape. A letter will be composed in multiple languages explaining the ordinance and offering recommendations. The CDS will monitor the ordinance and report and issues to the Department of Health. **J. Cervieri** suggested to include Steve Wilcox and Cameron Kang on the development of the ordinance letter. (see minutes of 7.1.15 meeting).

## **Marketing/Events Committee**

*Marketing* – working on creating guides and branding

*Sponsorships* –

**Policy** to sponsor event (s) in the district with a maximum of \$250.00 per day based on size of venue, and provided we can have a booth to collect data if so choose.

**Recommendation** to sponsor St. Rocco's Feast for 4 days at \$250/day for a total of \$1000.00

**MOTION to accept both Sponsorship Policy and Recommendation: Mayor M. Sokolich, Second by M. Beyer — APPROVED**

*PBS* – **D. Glennon** advised of the opportunity to be a primary sponsor for a 30 minute segment to be broadcasted on the local networks of NJTV and LIW; which have a broadcast footprint of all of Metro New York. The segment should run 16-20 times over a 6 month period. The total cost of the complete production is \$50K. The Modern would sponsor \$10K, the BDA would sponsor \$10K and the producers would raise the remaining \$30K from local advertisers, as there are four 15 second advertising spots.

This opportunity extends beyond the fundamental package being presented, as it provides a great way to generate content for other applications such as the website and digital advertising. It also has the potential to be used to run on local cable networks. In addition, if the program is successful, it has the opportunity to run an additional 16-20 time in a second 6 month time frame.

If the production company can't raise enough money, the segment will not be made. It is critically important that the segment be produced with the highest quality. Therefore, if the production company can raise at least \$25K, the sponsorship should be revisited so that the BDA and the Modern can decide if they would like to add additional money so as not to compromise quality.

The contingencies for BDA support will be that if the proper amount of funds cannot be raised, the BDA's \$10,000.00 contribution will be refunded; *and* the BDA must be able to obtain a license for complete ownership of the segment so they can re-edit, re-purpose and re-apply. **R. Starace** pointed out the willingness of the production company to work with the BDA on suggestions for the segments.

**MOTION to enter into agreement, on a contingency basis, with the Rode Advertising Agency for a commitment of \$10,000.00: D. Glennon, Second by F. Patti — APPROVED**

## **Old Business**

### **Sign Ordinance**

**S. Koperweis** has drafted a letter with recommendations to create a new sign ordinance for the borough. We would like to send the letter to the Mayor and the Council. **Councilman J. Cervieri** suggested to keep the new sign ordinance to within the Business District. **S. Koperweis** and **Mayor M. Sokolich** recommended extending the ordinance to the entire borough in order to keep it consistent.

**MOTION to send request letter to Mayor and the Council to create a new sign ordinance: M. Beyer, Second by F. Patti — APPROVED**  
**Abstained – Mayor M. Sokolich, Councilmen J. Cervieri and H. Sohmer**

### **Website**

**S. Koperweis** passed around the latest analytical data compiled from the Facebook and Twitter accounts. He then reviewed the look and content of the website page that is being developed. The website should be completed in 30 days and should be live within a week. A request/bio form was passed out to all board members. This will allow for the website to show the diversity of the Board and its members. The board should complete this form and return it to the BDA office by July 15<sup>th</sup>.

### **DOT 46**

**S. Koperweis** is still trying to communicate but is not getting any response. **R. Durando** offered to help to get in contact with the people involved to help move the communication along.

## **New Business**

### **St. Rocco's Feast**

**G. Gallo** noted that the Parking Authority has advised the local business that the Main Street business lot will be closed for the St. Rocco's Feast from August 1<sup>st</sup> – 10<sup>th</sup>. **S. Koperweis** will send an email out to the board to ask for volunteers to work the booth.

## **Parking**

**Mayor M. Sokolich** shared some news regarding the **new parking deck**. He noted how proud he is of the Council and their commitment to the planning of the parking deck. The plans include a 4 story structure with 850-900 parking spaces along with surface parking between Main Street and the parking deck. The construction of the deck will be modular so the timeframe to completion will be shorter.

The Post Office will be relocated into 4,000 square feet of the garage. There will be an additional 1,800 square footage available for retail stores. The current Post Office building is scheduled to be demolished but the historical murals will be professionally removed, restored and placed elsewhere within the town. A passive park will be put in the space of the current building. It was noted that Congressman Pascrell was instrumental in coordinating the relocation of the Post Office. The new parking deck will also have offices for the Parking Authority as well as the BDA office. **G. Gallo** will send **S. Koperweis** a copy of the new plans.

**F. Patti** noted that there have been some concerns voiced by merchants to the Chamber regarding parking and the difficulties. It was noted that 9 spaces on Main Street will be eliminated and there is a need for delivery zones.

**G. Gallo** stated that the Authority has met with Tucker to look at several options for construction workers to park other than in Main Street lot.

## **Hudson Lights**

**S. Koperweis** met with representatives from Tucker Development. A representative will be coming to future board meetings. Plan on working with them on the creation of the passive park and Kiosk.

**MOTION to adjourn at 7:15 pm: J. Ceriveri, Second by M. Beyer – APPROVED**

\*Next BDA Meeting is scheduled for 8/12/15