

Board Meeting of the Trustees

Fort Lee Improvement District Corporation

DBA: Business District Alliance (BDA) of Fort Lee

August 13, 2014

Meeting called to Order at 6:05pm

Present: Romina Starace, Councilman Joseph Cervieri, Mayor Mark Sokolich, Janice Friedman, Denis Glennon, Kathy Lee, James Liu, Councilman Harvey Sohmer, Robert Durando, Frank Patti, Gloria Gallo, Ashley Yook, Victor Cividini, Anthony Clores (via speaker phone)

Absent: Michael Beyer, Robert Clark, Brian Ribarro

Also Attending: Kay Nest

Adoption of Minutes July 9, 2014

MOTION: J. Liu, Second by F. Patti—APPROVED

Treasurer's Report

Questions and discussion about who gets the detailed financial reports. Typically, per advice of the accountant, the detailed financial reports are given to the President, Treasurer, and the Executive Director of the BDA of Fort Lee. Everyone else gets the summarized financial report. But **S. Koperweis** says everyone can get the detailed version if they want it.

J. Cervieri says it's better to get the detailed financial report now instead of waiting for the audit.

MOTION: all board members will receive detailed financial reports

D. Glennon, Second by J. Friedman—APPROVED

President's Report

R. Starace says she, F. Patti, and D. Glennon, and S. Koperweis met recently to put together the Residential Survey. The plan is to put them in the mail with the tax bills. But that means only property owners will receive them, not tenants.

A. Clores suggests reaching out to board members at condominium buildings. **J. Cervieri** recommends sending the surveys in the Suburbanite Newspaper.

The BDA will immediately apply at the US Post Office for Business Reply Mail, which will reduce the postage costs for surveys that are returned.

V. Cividini recommends spicing up the design of the surveys to make them more fun and visually appealing.

The survey could also be included on the BDA of Fort Lee website.

Mayor Sokolich suggests emailing the survey to tenants. He says he'd consider holding the bills a few days in order to allow time to establish a BDA bulk mailer account. Mayor urges the board to let S. Koperweis handle this issue.

Executive Director's Report

Assessment

S. Koperweis says the office has received only a few inquiries about the assessment. Two property owners have expressed concerns and don't feel they should have to pay the assessment; Malcom Towers and Rhoda Farber. S. Koperweis has spoken with both property owners. Malcolm Towers says the issue is it's a HUD building and therefore he can't raise the rents for tenants. Rhoda Farber says she recently spent \$20,000 to improve the sidewalk and façade of her property so she doesn't think she should have to pay the assessment. **S. Koperweis will follow up again with Rhoda Farber.** **Mayor Sokolich** says he has also spoken with Ms. Farber.

Website Proposal

Proposal by a company called, Swamp 80, list the cost at \$3,500 for the website but S. Koperweis says that price is negotiable. \$50 monthly maintenance fee.

MOTION: not to exceed \$3,500 **J. Liu, Second by K. Lee—APPROVED**
(F. Patti Abstains)

Symposium

The Symposium will bring together property owners, business owners, and real estate agents to inform them about the BDA and its planned projects, events, and mission. The goal is to schedule the event in October but it could be pushed back to make sure data from the BDA has received the data from the surveys.

A possible location for the symposium could be the lounge at one of the new buildings according to **V. Cividinni**.

Marketing

Recommendation to create two committees; 1. Marketing & Events, 2. Visual/Capital Improvements

MOTION A. Clores, Second by F. Patti—APPROVED

D. Glennon will Chair the Marketing Committee. **Mayor Sokolich** and **K. Lee** will also serve on the Marketing Committee. Ask Tom Myers from Film Commission to be member.

A Clores will chair the Visual/Capital Improvement Committee. **J. Liu** and **F. Patti** will serve on that committee.

Other stakeholders will be invited to serve on both committees.

Raffle Winner

K. Lee picks the Raffle Winner; *Eddie Torres* from 2175 Hudson Terrace will receive a \$100 gift certificate that can be used at any restaurant he'd like to go to in the Main Street Corridor.

Branding

Proposal/Presentation by **D. Glennon**. Title; *Fort Lee Rising; Leading the Gold Cost Renaissance*

Target Audience; Arrived Influence, Upwardly Mobile, Upwardly Aspirational

Marketing Objective; enhance Fort Lee's real and perceived value.

Brand Promise & Attributes; Vibrant, Cosmopolitan, Personal Enrichment, Heritage & Cultural Diversity, Enlightened, Stylish, Progressive, Inclusive

Projector shows images/photos of Fort Lee evolving over the past century. It's recommended that these images be included on the BDA of Fort Lee website.

Discussion after presentation

Fort Lee is known as a safe community. City ranked in top 10 for young professionals by Money Magazine (??) Excellent health care options in Fort Lee.

Mayor Sokolich stresses the importance of the BDA. He describes it as one of the most important agencies in the Borough.

Other Business

Plan to move the Fort Lee post office into the ground floor of the planned parking deck is discussed. Mayor Sokolich says the reaction was positive in a recent meeting. One challenge; if building or parts of it are considered historic.

Adjourn: 7:55pm

MOTION TO ADJOURN AT 7:55PM F. Patti, Second by J. Liu--APPROVED

*Next meeting: September 10, 2014

