

# **Board Meeting of the Trustees**

Fort Lee Improvement District Corporation

DBA: Business District Alliance (BDA) of Fort Lee

September 10, 2014

## **Meeting called to Order at 6:02pm**

Present: Michael Beyer, 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

Absent: Romina Starace, Janice Friedman, Gloria Gallo, Michael Beyer, Robert Clark, Vic Cividini, Brian Ribarro

Also Attending: Tom Meyers & Nelson Page from the Fort Lee Film Commission

## **Adoption of Minutes August 13, 2014**

**MOTION: A. Clores, Second by A. Yook—APPROVED**

## **Treasurer's Report**

Everyone now receives full detailed financial reports. The average monthly total expense is around \$10,000 if there are no events. The financial reports show the books are balanced. There are some entries with incorrect dates due to postings. D. Taylor will resolve the issue and have it corrected by Friday 9/12/14.

The net balance is roughly \$32,000. Much of the \$67,000 spent this year has been for start-up costs.

**MOTION:** to approve the detailed financial reports

**A. Yook, Second J. Liu—APPROVED**

## **President Report (R. Starace Absent so no report)**

## **Executive Director Report**

### **Assessments**

Two people requested more information about the assessments. **S. Koperweis** met with Rhoda Farber, who owns the Citibank building across from the Port Authority. S. Koperweis answered her questions and explained the goals and benefits she has decided to pay it.

### **Marketing**

**S. Koperweis** hands out copies of the Resident Survey. 9,000 surveys were recently mailed out with the tax bills. The BRM application, which took 2 weeks to resolve, is designed to make it easy for residents to return them. It's expected just 1 to 4% will return the surveys. One was filled out on the website.

### **Capital Wayfinding--Signage**

**S. Koperweis** met with R. Durando from the Port Authority to discuss signage. R. Durando says the Port Authority Traffic Department will survey the entire area and make their recommendations to the BDA Board.

**S. Koperweis** reviewed sign ordinance with Michael Jovishoff. The plan is to make recommendations to the sign committee by the end of the year and present to planning board for consideration by spring 2015.

**A Clores** stated that neon signs are not permitted. The problem / complaints we are having is with enforcement; which should be addressed by a governing body.

## **Committee Reports**

### **Marketing/Events**

The first meeting was held 9/4/14. **D. Glennon** reviewed the minutes prior to distribution to the Board meeting. **S. Koperweis & D. Taylor** put together a list of events (ie. Taste of Fort Lee, Celebrate Culture, etc.). This list will be combined with events being planned by the Fort Lee Film Commission and borough.

Website development is underway. The website will be used as a source for news and video reports by **D. Taylor**. She will do interviews with business owners, residents, and shoppers to get testimonials and create a buzz about what's happening in Fort Lee.

**S. Koperweis** asked Swamp 80 to put up a note on the website saying it's currently under construction as well as post the BDA mission statement and a phone number to contact the office.

**D. Taylor** set up a Facebook page and Twitter Account. Social media will be one of many sources for marketing and promoting events and encouraging people to visit the website.

**Tom Meyer** (Fort Lee Film Commission) is looking forward to collaborate and cross promote Film Commission events with BDA. One event to consider is the pub crawl. It could be expanded to Main Street.

### **Visual/Capital Improvements Committee**

A meeting date has to be set up for the month

### **Symposium**

Tentative date scheduled for 11/10/14. Location, the Modern. The goal of the event is to bring real estate professionals, local developers, and property owners together and explain who we are, outline the many plans, projects and developments; and how we will be branding and promoting the Main Street Corridor. The goal is to see how they can participate and be part of the future.

Roles; R. Starace-Introduction, D. Glennon-Branding, Economics-S. Koperweis, Future-Mayor Sokolich, Q&A

### **Other Business**

**S. Koperweis** will set up another walking tour of area businesses with **K. Lee** and **D. Taylor**

**F. Patti** suggests doing street sweeping or some other immediate project to show a BDA of Fort Lee presence and an accomplishment. **Mayor Sokolich** acknowledges the need to show the stakeholders some results; that's why he's trying to attribute much of what's happening in town to the BDA of Fort Lee. He also points out that traffic and construction is and will continue to impede progress because it will make it difficult to host events; thus street cleaning is not advisable at this time.

**S. Koperweis** points out the BDA of Fort Lee is meeting all of our short term and long term goals, as part of the plan the group/board approved in March 2014.

**Mayor Sokolich** stresses the importance of the BDA of Fort Lee, saying it's analogous to how important an OEM is to other agencies.

**A Clores** suggests cross promotion with the Suburbanite newspaper.

**H. Sohmer** suggests we get involved with the Tour de Fort Lee next year. He called it a huge success.

**MOTION TO ADJOURN: 7:00PM**  
**M. Beyer, 2<sup>nd</sup> A. Yook—APPROVED**

**\*Next meeting scheduled for 10/8/14**