

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
10/14/15

Call to Order: 6:00 pm

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

Absent: Councilman Joseph Cervieri, Victor Cividini, Anthony Clores, Robert Durando, James Liu

Also Present: Michael Maresca, Rene Moore – Direct Development,

Adoption of 9.9.15 Minutes

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

Treasurer's Report

M. Beyer reported there was additional income for the month due to interest from the CD. The assessment was received and will be in October's financials. Accordingly, additional money can now be put into the CD. The budget committee will meet and will make recommendations.

Committee Reports

Visual Capital Improvement

Wreaths/Window Displays – Forty 48" wreaths were donated by the DPW and will be decorated and given to selected stores throughout the district. Susan Valavanis from Metropolitan Plant Exchange will make up 4 different styles.

The wreaths will be placed throughout the district and placement will be determined by the best aesthetic location. The Committee would like to start a pilot program to encourage retailers to do window displays. The purpose is to create an environment for stores to see what can be achieved in the future. The plan is to do a few stores and hope the others join in now that there is a pride in ownership on Main Street.

One thought would be to choose up to 10 stores to be given the opportunity to have their window embellished. Since this is a pilot program, stores will be chosen strategically. Logistically, we will need to get permission from the stores to do window display or to hang a wreath. Also we should get a 3 year contract along with a safety deposit from the store if they accept the wreath. The BDA will hang

the first year but it will be the store's responsibility to remove, store and re-install the following 2 years.

BDA members should submit their store suggestions to the Visual/Capital committee by noon on October 19th. The committee will decide the list of stores on October 22nd and will meet with the selected stores on October 23rd.

F. Patti and **A. Yook** will call on several stores and get feedback on this program. Susan Valavanis will get a price for the wreaths and window decorations. The budget for the displays is \$5000.00. The total budget will be increased to \$15,000 for 20 window displays and 40 wreaths. **The board will choose 40 stores and Susan will pick 20 of those stores to do window display.**

**MOTION: Increase the budget up to but not to exceed \$15,000.00 - M. Beyer/second
D. Glennon – APPROVED**

Holiday Light Pole Decorations – There is option to purchase or lease. While the purchase prices appears to be initially less expensive, the cost for service & repair, replacement, removal & storage is only included in the first season. Therefore the overall cost of purchasing can easily become cost prohibitive. There are 120 decorative poles (includes new and old) that would have lights and 50 wood poles that would not be light, for a total of 170 poles. Each pole would cost \$119.00.

MOTION: Lease 170 Holiday Light Pole Decorations at \$119 each; for a grand total cost of \$20,230.00 per year - L. Bruni/second F. Patti – APPROVED

Trash Cans – The question discussed is should the BDA provide new trash cans at this time. And if so, should it be for just the new Main Street or the entire district. **M. Maresca** noted that the town purchased trash cans about 7 years ago; and now the stores seem to be responding to the new streetscape with a pride in ownership and are using the cans. Therefore, the decision for the trash can will be put on hold for now; and await the budget committee recommendations for 2016.

Marketing/Events Committee

Fall-O-Ween Event – **D. Glennon** noted that this will be a fully integrated promotional event. The event will drive traffic into the town; and then it will be the business' responsibility to get the customers in the door. There will not be a formal costume parade. We will see if we can hang a banner across Main Street. **Mayor M. Sokolich** said he would work with the Fire Department to remove their current banner. **H. Levine** will email the flyers to the board. **A. Yook** requested the advertising to include the Korean community. Direct Development will send out a press release. **K. Lee** will check on posting at the schools. **M. Maresca** has approved the closing of the Main Street entrance to the Guntzer Municipal lot (near the Post Office). He will also provide power, a tower light and tables. **J. Freidman** will send a photographer to be put on Bergen.com.

The budget for the event is as follows:

Vendors	\$1300
Advertising	\$2500
Food	\$500
Candy bars	\$1000
Costumes	\$200
Flyers/Posters	\$500
<u>Banner</u>	<u>\$1500</u>
Total	\$7500

MOTION: allot \$7,500.00 for the Fall-O-Ween Event - M. Beyer/second D. Glennon – APPROVED

Santa Event – Need to find a volunteer Santa. Susan Valavanis will decorate. The rest of the event needs to be worked on.

PBS – The BDA segment needs to be worked on. Can do a montage of business as well as use parts of the branding film. There are 9-10 business categories that need to be determined for the montage.

Old Business

Symposium – The Symposium was well attended and 80% of those that attended were from businesses on Main Street.

Main Street - M. Maresca reported that the crosswalks are completed and the tree up-lights have been installed and change color.

Parking – G. Gallo and the Parking Authority lawyers would like to meet to go over the expectations of the relationship between the PA and the BDA. **M. Maresca, M. Beyer, R. Starace, Mayor M. Sokolich and F. Patti** will attend this meeting. The request to offer free parking on Saturday s from October 31st to January 3rd will be also be discussed at this meeting along with the parking survey results.

Budget – Need to start to review the budget for 2016. A sub-committee was created and will include **R. Starace, A. Clores, D. Glennon, M. Beyer** and **A. Yook**.

MOTION to adjourn at 7:20 pm: M. Beyer, Second by D. Glennon – APPROVED

*Next BDA Meeting is scheduled for 11/11/15