

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
9/9/15

Call to Order: 6:07 pm

Present: Michael Beyer, Anthony Clores, Robert Durando, Janice Friedman, Denis Glennon, Kathy Lee, James Liu, Frank Patti, Romina Starace

Absent: Luciano Bruni Councilman Joseph Cervieri, Victor Cividini, Gloria Gallo, Brian Ribarro, Councilman Harvey Sohmer, Mayor Mark Sokolich, Ashley Yook

Also Present: Rene Moore – Direct Development, Chris Bernardo – Commercial District Services

Adoption of 8.12.15 Minutes

MOTION: A. Clores, Second by J. Liu — APPROVED

Treasurer's Report

M. Beyer reported that new expenditures for the month were the cleaning of Main Street, the PBS sponsorship and the St. Rocco's Feast giveaways. The next assessment should be received in October.

President's Report

R. Starace suggested we look into starting a shuttle bus program with the Parking Authority to incorporate shuttle services on Thursday, Friday and Saturday nights to Main Street and restaurants within the district. The BDA logo would be put on the shuttles. Would need to find out details for insurance purposes. Notify the business of the shuttle service and print up flyers so they can advertise. Could also put surveys in the businesses as well. **Need to follow up with PA**

Committee Reports

Visual Capital Improvement

Beautification/Clean – new streetscape cleaning is now the top priority. There is some concern with the workmanship and needs to be reviewed. (See CDS comments)

Big Belly – has been put on hold until all fixtures are in place

Holiday Decorations – rather than using banners, will wrap poles with pine garland accented with small lights and a bow. Still waiting for a full count of the lamp posts within the district. **S. Koperweis will meet with PSE&G to review regulations.**

Harvest Light Pole Decorations – will work with Susan Valavanis from Metropolitan Plant Exchange to decorate for first season. Will purchase supplies from G&G wholesale and will be able to put small Metropolitan Plant exchange items on each one. Will decorate some to coordinate with types of businesses and others will be kept simple.

Window Displays – Susan Valavanis from Metropolitan Plant Exchange will also work with stores on decorating their windows for the holiday season. Will select a few stores from a raffle in the district to demonstrate. Will also decorate the clock and around the post office. Pictures will be taken and posted on the website.

MOTION: to allot up to and not exceed \$10,000.00 for Harvest Light Poles Decorations and Christmas window displays – M. Beyer, Second by J. Liu — APPROVED

CDS – Chris Bernardo from Commercial District Services presented a report on the concern of the cleanliness of the new streetscape. He advised that ongoing maintenance and power washing are not the issue but rather the nature of the concrete and recent constructions. Most of the dark spots are tar and not gum. The dark lines are associated with the mix of concrete. Discoloration is a common problem and is something due to inconsistency in work being done over time. Also, the style of the brush strokes lends to a greater attraction of dirt.

He has met with the supervisor in charge of the concrete installation to look at the issues. The usual recommendation is to just let the concrete wear out. Another solution is to apply a finishing product called color wax however the downside is that it would have to be reapplied every few years and therefore not recommended. Since the streetscape is so new we need to be careful with maintenance as don't want to use high pressure or chemicals until it is settled. Also need to make sure that only calcium chloride is used and not salt. Chris's recommends to get together with the borough and contractor to see the best way to resolve. The BDA will accept maintenance responsibility after the condition of the streetscape is accepted.

MOTION: Board recommends CDS report to be presented to the Borough and the Contractor to review and resolve or accept – F. Patti, Second by A. Clores — APPROVED

Marketing/Events Committee

Website – The website is functioning and members commented that it is terrific. It speaks to and captures the “personality of the Fort Lee Brand”.

PBS – The committee met with the production company and reviewed what needs to be done. There are going to be about 18 different segments. Need to figure out the BDA's role. They are also looking for additional vendors to bring total sponsorship to \$40,000. Will follow up with the production company for additional sponsors such as the Chen Agency.

Synergy Productions – They have been used in the past and they are currently taking redevelopment video/shots. There are two proposals on the table:

Proposal #1 – Business segments – Preproduction/Production/Post Production = \$3,000.00 per segment. A courtesy discount of 50% is being provided therefore the final cost is \$1,500.00 per segment.

Proposal #2 – Redevelopment Project – 3 shoots (first shoot included at no cost) and post production with courtesy 50% discount, is \$1,200.00

It was noted that the prices are very reasonable and there is an added value for content and uses for multiple media sources. It creates new news and lends itself to a spotlight and press release.

MOTION: To accept both proposals – D. Glennon, Second by M. Beyer — APPROVED

Direct Development – Rene Moore reported on the marketing activities

Spotlights –Separate the business into categories and the marketing committee will pick from the category list to spotlight. Try to tie in the selection with external events. For example, pick a resident radiologist for Breast Cancer Awareness Month.

201 Ad – Question of relating Fort Lee to the Hudson. Decided it was fine to say Fort Lee is on the river but not on the waterfront. The phrase “On the Hudson” would be preferable. The positioning of the ad will be determined shortly. The preferable placement is on the right facing page of the Fort Lee article. The second choice would be the inside back cover or next to an insert. **J. Friedman** also recommended for future advertisements that a 3 page spread would get the most impact.

Press Release - working on press releases for the upcoming Symposium and the Women of Fox Film Festival

Old Business

Symposium – The invitation letter has been mailed and the flyer will be mailed on Monday, September 14th. **H. Levine** and **K. Lee** will also walk the district to extend the invitation personally. A professional translator has been arranged. **F. Patti** expressed concern on focusing on only one ethnic group. **K. Lee** suggested to get more translators for the various ethnic groups.

Women of Fox Film Festival – the brand film will be shown and the objective of the film is to create brand awareness. Will provide flyers to be put on a table and there is not a need to have a representative present.

Main Street - **M. Maresca** and **Mayor M. Sokolich** were not present, but staff will follow up.

Parking - The sleeves on the meters are new. The BDA had agreed to partner with the Parking Authority because wanted a uniform look with the new streetscape. The meter sleeves cost is \$6,000.00. Will need to find out from **G. Gallo** what she is looking for from the BDA in the sharing of the cost.

DOT 46 - S. Koperweis is working with a contact that **R. Durando** provided and everything is on target

Retail Survey's – S. Koperweis suggested that we use the survey mailed to all with Business Reply Permit and give to all retailers. We can then pick drawings monthly and give away gift cards. Follow up.

MOTION to adjourn at 7:45 pm: F. Patti, Second by R. Durando – APPROVED

*Next BDA Meeting is scheduled for 10/14/15