

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
1/13/16

Call to Order: 6:05 pm

Present: Michael Beyer, Councilman Joseph Cervieri, Anthony Clores, Robert Durando, Gloria Gallo, Denis Glennon, Kathy Lee, James Liu, Councilman Harvey Sohmer, Romina Starace

Absent: Luciano Bruni, Victor Cividini, Janice Friedman, Frank Patti, Mayor Mark Sokolich, Ashley Yook

Also Present: Mike Maresca, Al Restaino, Tom Meyers – Fort Lee Film Commission, Rene Moore and Lori Donnelly – Direct Development

Adoption of 12.09.15 Minutes

MOTION: J. Liu, Second by M. Beyer — APPROVED

Treasurer's Report

M. Beyer reported Christmas decorations were the majority of the expenses for the month of December. Rates for a 3 year CD were collected from various banks. Bank of New Jersey offered 1.15% with no penalties and New Millennium offered 1.6% with penalties for early withdrawal. Wells Fargo and Capital One both offered 0.2% with penalties. New Millennium may come back with a new rate with no penalties. Upon this offer, the treasurer will decide which bank to proceed with.

MOTION: to allow the Treasurer to make the final decision of which bank to use for a 3 year CD with no penalties – J. Liu/second J. Cervieri – APPROVED

Abstention: R. Starace

Committee Reports

Visual Capital Improvement

CDS –The contract for Commercial District Services was reviewed for 2016. The contracted price is \$42,120 a year and breaks down to \$22/hour on average per man. This cost also includes the use of trucks and insurance. The hours for service have been changed to the morning, which has worked out much better. Along with more visibility, it also allows for a coordination of activities between CDS and the borough.

MOTION: to renew the contract for 2016 for Commercial District Services – A. Clores/second J. Cervieri – APPROVED

Window Displays – due to the success of the wreaths, the committee would like to do something for Valentine’s Day to decorate the store windows. A. Clores will call some wholesalers to find something inexpensive to give to the stores that didn’t get wreaths as well as to some other stores throughout the district. Will hand out throughout the district and they will be the business’s to keep and store thought the year.

MOTION: Decorations for Valentine’s Day not to exceed \$3000 – M. Beyer/second J. Cervieri – APPROVED

Marketing/Events Committee

Santa Saturdays – was a huge success. Learned a lesson not to schedule too close to the Borough Tree Lighting event. The survey results reinforced what already know, gives clear support of the direction we are going; and happy to report that there wasn’t any negative comments. The potential is there and is now up to the board to maximize. **S. Koperweis** thanked the volunteers. The best day was the day the event was able to be held outside. Not only was it successful because of the beautiful weather, but because it eliminated the need for the stairs which was an issue. **M. Maresca** pointed out that next year the new park will be available for an outside location. The photographers were great.

Valentine’s Day – in trying to create a promotion, it was determined that since it already is a high traffic day, we shouldn’t be asking the businesses to compromise. Instead we will create a protracted promotion to drive people into town. See Valentine’s Day below.

PBS – have seen multiple rough cuts and it is very good for what it is. However it currently doesn’t meet the objective: to address potential buyer’s decision to move to Ft Lee and answer the question -- what there is to do? Will be meeting with the producers on January 14th to review and discuss. The contract was clear that we would have editorial involvement. For example, Cafasso’s Fairway Market captures the essence of Fort lee in terms of range of offerings and that segment was much too short. Inventory of footage is the issue.

Promotion Video – redevelopment footage needs to have a script and concept developed. Maybe use just as a quick montage. Will follow up with Direct Development to put together Voice Over, working with Synergy Productions.

Rising Rewards – **S. Koperweis** passed around images of the new certificate which will be printed on foil. Will need board members to go to the stores with staff to get them to sign up. We will also make posters for the stores to advertise that they are participating and will accept the certificate.

Direct Development – Media Plan and flow chart reviewed; will send to board.

Small scale – Fall-O-Ween and Santa Saturdays, North Jersey and social media

Large scale – New Jersey monthly, NJ Transit, 201/Gold Coast, The Digest, Playbill of local theaters, radio options, promotional items – table tops, beverage coasters

Valentine’s Day/Mother’s Day/Father’s Day– Will be content marketing. Use of social media to first promote list of restaurants and then telling viewers about stores or description of restaurants.

Phase 1 –list highlighting restaurants, Phase 2 –have individual media posts with photos and

information from owner, every day if possible. A limit of \$2,500 was established for this event per the Media Plan. Can coordinate posts with other sites.

Mid-Winter Madness – In lieu of Valentine’s Day, will do a purchase program. The purpose is to get people into town to spend additional money. Will have to purchase a minimum of \$20. Will need to fill out survey and send copy of receipt to enter. The prize will be \$100 in Rising Rewards for 20 winners, per the recommendation of the Events Committee.

Taste Fort Lee – will create a separate web page and a separate social media page and will cross promote. One suggestion is to provide promotional items that people can keep such as beverage coasters. Can print 6 different variations such as a photo of a beverage with a recipe. If it has a nice presentation, people will keep. Can have different sets given to different places so can try to collect the set. Maybe if collect all 6 can get a Rising Reward.

Ribbon Cuttings – want to publish the press release

Santa Saturday’s – winners were not posted due to lack of permission. We can post that we gave away a certain amount of money and to what locations.

MOTION: Media budget for Valentine’s Day not to exceed \$2500 and support RR gift certificates for Mid-Winter Madness \$100 per for \$2,000 – D. Glennon/second J. Cervieri – APPROVED

Old Business

Budget: The 2016 will be introduced at the work meeting on January 13th and will be presented at the hearing on February 11th.

Main Street: The streetscape is pretty much complete. The crosswalks are still an issue and are scheduled to be fixed. Once the light heads are installed the poles can be painted black. These new heads will save money because are being changed to LED. The BDA does have money for capital improvements. **R. Starace** asked if can replace wooden poles. Probably not possible since it carries the power. Can look into the option of changing the cobra head. **J. Cervieri** wondered about the installation of charging stations on the street. **G. Gallo** said they will be installed in the parking garage. The question of the bike racks also came up and **M. Maresca** says that he has them ready to be installed. **S. Koperweis** will follow up with Maresca and PSEG to review program for West Main street.

DOT: Moving forward. There will be major rehabilitation by Jones Road which will affect the bridge. Thinking of adding a new sign post.

Parking: A boring test was done for the new garage and should have the results on Friday. Plan to break ground in May with a completion date of July 2017. **G. Gallo** also had a side note that people from the Modern have been questioning the status of local events and suggested to make sure the Modern gets any flyer.

Sponsorships – For the schools, will limit to the high school and give just one lump sum for the year. **D. Glennon and S. Koperweis** will reach out to the Superintendent and Principal to discuss.

New Business

Art Walk – Tom Meyers is producing an art walk on Main Street on May 21st and is looking for a sponsorship in the amount of \$250 from the BDA. The walk will be from the Library, to the Post Office and then to Fire House #1. Would like to have the business showcase artwork done by High School students. They did a walk once before in 2007. **The Marketing Committee will discuss and make a decision in the next Marketing meeting.**

MOTION to adjourn at 7:18 pm: J. Liu, Second by M. Beyer– APPROVED

*Next BDA Meeting is scheduled for 2/10/16