

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
October 19, 2016
George Washington Bridge Offices**

Call to order: 6:10 pm

Present: Michael Beyer, Anthony Clores, Robert Durando, Denis Glennon, Kathy Lee, James Liu, Frank Patti, Councilman Harvey Sohmer, Romina Starace, Ashley Yook

Absent: Luciano Bruni, Councilman Joseph Cervieri, Victor Cividini, Kiky Kim, Mayor Mark Sokolich

Also Present: Gloria Gallo, Michael Maresca, Hope Rothenberg, Denise Sokolich

Adoption of 9.14.16 Minutes

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

Treasurer's Report

M. Beyer reported that we received an assessment check of \$209,000 in September. The majority of the bills for September were for Restaurant week. Will review expenses for the end of year to determine cash flow and if there will be a need to transfer money from CD's.

President's Report

R. Starace applauded everyone involved with Restaurant Week: It was a great success. There was a lot of work that went into setting up and running the event. She also thanked all of those that put in the hours to decorate the district for fall with cornstalks, sunflowers and mums. **R. Starace** also mentioned business outside of the district that would like to be included in BDA events. For example, putting flyers into the Fall-o-Ween goody bags or being a part of Restaurant Week. A couple of suggestions would be to expand the district or to establish a pro-rated assessment; which could be reviewed in January.

Executive Director/Committee Reports

Visual/Capital Improvements Committee

Fall Decoration – **A. Clores** reported that all of the district is decorated. There were a total of 394 cornstalks used. The cost for 2016 was roughly \$8,000 which included the entire district, versus the cost for 2015 of \$4,000 which only included one section of Main St. **A. Clores** noted that it was very useful to be able to use the street sign poles to decorate on the West end of Main Street which does not have decorated lamp poles.

Holiday Pole Wraps – The installation of the Holiday Pole Wraps will on November 30th. Can used the extra unlit wraps on the street signs on West Main Street. **M. Maresca** will notify PSE&G for any of the lit wraps that don't work. **H. Levine** will make sure to include the new lampposts on Park Ave next to Hudson Lights.

Marketing/Events Committee

Restaurant Week – D. Glennon reported that the event was a major success. Now we have an idea on what needs to be done for 2017. Will look into ways to include out of district restaurants. He also gave accolades to Direct Development for the amazing job they have been doing.

Fall-O-Ween – The posters have been passed out to the stores and the banner is now up. The DJ will be set up close to the power box. **H. Levine** will check with Cheryl Westeyn to secure tables and chairs.

Santa Saturday – putting together a media plan. Also planning to hire a professional Santa.

Mobile App – has not happened yet for a variety of reasons; and requested a new proposal. The proposal is \$6,000 to accommodate the new proprietary information.

Direct Development – has been providing a lot more services than originally contracted for. Therefore in conversations with them they are looking to increase their monthly retainer to \$2,900. **D. Glennon** reviewed with **S. Koperweis** and recommends the increase as they have gone beyond our original expectations.

MOTION to accept increase of Direct Development contract to \$2,900 per month and proposal of \$6,000 for mobile app: M. Beyer, Second by J. Liu – APPROVED

Budget

First, **S. Koperweis** thanked everyone who has been involved. Next he presented the initial draft 2017 budget worksheet; which includes the year in review and comparisons from 2016 to 2017. The 2017 draft shows an increase in assessment to allow for properties that should have been included. The opening of Hudson Lights could also increase the assessment that will be received. All numbers are pending and can be reviewed and discussed over the next 3 weeks. The bottom pending number is high and cash on hand so may need to draw from a CD. **Stuart** will send out updated drafts for review. The budget should be approved at the November board meeting and then will be presented to the Borough in December; this will be confirmed with Borough, as may want to wait until January.

Old Business

Parking – A breakfast meeting was recently held between the Parking Authority and business owners. The meeting went well. F. Patti noted that G. Gallo did an amazing job. There was a very positive reaction because the responses were listened to by the Parking Authority.

Parking Garage - G. Gallo advised that the bonds have gone through and hope to break ground at the end of November. They have secured alternative parking. The business owners and their employees will park at the Madonna Church. The construction workers will park in the Palisades Interstate Park. Currently looking into other parking form commuters. There will be 3 phases for the construction:

- 1 – Garage – 10-12 months
- 2 – Liner – completed by Aug 2018
- 3 – Demolition of Post Office

Streetscape – meters are currently be worked on. Everything else is completed.

NJ.com – proposal for Inside Bergen County promotion. **D. Glennon** noted that this is a great media opportunity at a great value.

MOTION to accept proposal for \$1,980 for Inside Bergen County promotion: D. Glennon, Second by J. Liu – APPROVED

Other

Ordinance/Amendment – introduced at the last council meeting. **Al Restaino** and **S. Koperweis** have been working to include 7-9 properties that should have originally been included. **S. Koperweis** will follow up to see if the ordinance was introduced.

George Washington Bridge Presentation – **R. Durando** gave a presentation regarding the upcoming renovation project of the George Washington Bridge

MOTION to adjourn at 7:09 pm: J. Liu, Second by A. Yook – APPROVED

Next BDA Meeting is scheduled for 11/09/16