

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
November 9, 2016**

Call to order: 6:03 pm

Present: Michael Beyer, Denis Glennon, Kiky Kim, Kathy Lee, James Liu, Frank Patti, Mayor Mark Sokolich, Romina Starace

Absent: Luciano Bruni, Councilman Joseph Cervieri, Victor Cividini, Anthony Clores, Robert Durando, Councilman Harvey Sohmer, Ashley Yook

Also Present: Gloria Gallo, Denise Sokolich, Direct Development - Lori Donnelly, Sherri Garcia

Adoption of 10.19.16 Minutes

MOTION: J. Liu, Second by F. Patti — APPROVED

Treasurer's Report

M. Beyer recommended that the paperwork be reduced. He suggested that we just have a P&L with a bread down of checks by category and the reconciliation and not a full balance sheet.

MOTION: To reduce the financial reports: F. Patti, Second by J. Liu — APPROVED

President's Report

R. Starace reported that the elections for the new staggered terms changes that were adopted in the new Bylaws will need to be voted on at our next meeting (annual) for 2017. It was recommended that Luciano Bruni be removed or replaced due to inactivity. It was also recommended that Victor Cividini should also be replaced; maybe with the new property or marketing manager. **S. Koperweis** will contact Victor to see if he has suggestions and then he will contact Alan. The new board members will need to be property owners. He will send out an e-mail to the current board for suggestions for property owners. Since Hudson Lights and the Modern are large part of the district they should have representation.

Executive Director/Committee Reports

Direct Development – Lori passed out deliverables and will e-mail to **D. Glennon** and **S. Koperweis**. The highlighted items are items that are complete. Advertising and creative for Santa were also listed. She then passed around creative for signs.

Small business Saturday's – working on ideas. Email campaign, 4-5 social posts, individual or generalized. Will include info from American Express. Drafts of design will be submitted by the beginning of next week. Email blast for the Wednesday before Thanksgiving. Notify businesses of post and advise them to repost.

Santa Saturday's – creative for Santa Gold Coast Ad should see by next week and website should be updated by next week (replace Restaurant Week page with Santa Saturday)

2017 Marketing plan - Based on what did this year. Will include all stats on digital trends and suggestions. For example, should eliminate Twitter advertising for 2017. Restaurant Week will have its own marketing plan. **Should have completed by December for January approval.**

Small business seminars - hosted by Direct Development. Schedule an in person event for business owners for February or March. Topics can be “how to maximize social media”. For example, when the BDA runs a big event, businesses can be advised on how to cross promote.

Billboard – **time to execute artwork for January**

Valentine's Day – goody bag or special promotion. Need to actively capitalize on public relations, i.e. cuisine articles in local publications. Feature jewelers, restaurants, florists and gift shops.

Marketing

Fall-o-ween – **D. Glennon** reported that the event was huge success, especially since it wasn't even Halloween. Should coordinate greater merchant participation and choose a bigger location for next year.

Santa Saturday's – Regarding out of district participation, a controlled number is ok. All boats should rise with the tide and also allows a good partnership with the Chamber of Commerce. Other merchants can reach out on limited basis – just don't want to be overpowered. Passed around picture hangers (snowflake/clothespin) to be given with the photos. Not going to do free parking. Merchants will have the opportunity to offer discount coupons to be handed out.

Block captains – this idea was revisited. Suggested to have block meetings to come up with ideas and develop continuity. However people from the board will need to have a “hands on” involvement approach.

2017 work plan – Have built a foundation and identity of brand and now will continue branding and evolve. Need to isolate what works and what doesn't. Inheriting a business culture that can't change fundamentally but if create nice enough atmosphere will be contagious. **Everyone is welcome to attend the next marketing events meeting.**

Restaurant Week – feedback from Leo (owner of Aquarius) was that many people came in not knowing about the event; however, once they found out they took part in it. Would like it to be lengthen to a full week? Should also make sure that the Modern has digital ad. The David Burke Video has been produced and is being edited it is very good.

On a side note, heard that the Modern is doing a Christmas event for vendors. We were not notified and this is a good example of the need for a liaison.

2017 Budget

The following items were adjusted to meet goals:

Maintenance – CDS and Borough (Jim) partnership with BDA supporting financially the Borough. It was also noted that CDS should have the truck cleaned.

Marketing/Branding

Capital Programs – Signage

S. Koperweis has discussed with Al Restaino and determined it is best if the budget be introduced in January with a hearing in February, as was done last year.

MOTION: to accept budget F. Patti/J. Liu – approved

Old Business

Parking – G. Gallo advised that the bid opening begins tomorrow and will be awarded on 11/21/16. Once she knows the start date of the construction she will notify everyone.

Garbage – **R. Starace, F. Patti and A. Clores** identified areas in the district that should have garbage cans. New cans can be phased in over 2-3 year period. They have decided against the Big Belly solar compactors since they are too large for sidewalks. A smaller cylindrical size than the present can size would be preferable because of narrow sidewalks, maybe 18” in diameter. Lids are not recommended since the garbage collectors don’t replace properly. Already have 13 purchased and those will be placed in the spring. If not using Big Belly can use money for additional 13. We should look into ones similar to planters. Get size of ones already purchased and if can get similar design but thinner.

Ordinance Amendment – will be presented on Thursday, with a hearing set for December 15th.

New Business

Holiday – swags came in today **A. Clores** will talk to Susan to get them installed on 11/30. Private property – have them sign a waiver. **S. Koperweis** will follow up.

Post Office– Mayor M. Sokolich gave a post office/park update. Tomorrow a letter of intent will be presented for the post office to approve. Also has started historical and environment assessments

Mobile app – Borough is creating one, we will make sure to link ours once developed with borough, businesses, parking and schools

MOTION to adjourn at 7:17 pm: M. Beyer, Second by J. Liu – APPROVED

Next BDA Meeting is scheduled for 12/14/16