

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
December 14, 2016**

Reorganization Meeting:

Call to order: 6:05 pm

Present: Michael Beyer, Robert Durando, Denis Glennon, Frank Patti, Councilman Harvey Sohmer, Mayor Mark Sokolich, Romina Starace, Ashley Yook

Absent: Luciano Bruni, Councilman Joseph Cervieri, Victor Cividini, Anthony Clores, Kiky Kim, Kathy Lee, James Liu,

Also Present: Michael Maresca, Al Restaino, Hope Rothenberg, Denise Sokolich, Direct Development – Chelsea Eriksen, CDS – Jerry Blankman

Nomination Committee Report

S. Koperweis on behalf of the Nomination Committee provided the report:

On December 5, 2016 a notice went to all board members notifying each that the December 14, 2016 shall be the reorganization meeting, with the new staggered three year terms, as adopted in the amended bylaws, beginning 1/1/17 as follows:

2017	2018	2019
Romina Starace	Frank Patti	James Liu
Anthony Clores	Mathew Dittmann	Michael Beyer
Tucker Development	Denis Glennon	Kathy Lee
		Ashley Yook

The nomination committee advised the following recommendations:

Nomination and Election of Officers:

<u>Name</u>	<u>Office</u>
Romina Starace	President
Frank Patti	Vice-President
James Liu	Secretary
Michael Troy Beyer	Treasurer

Motion: to accept the recommendations of the nominating committee for staggered terms as noted and Officers for 2017 - Mayor Mark Sokolich /second A. Yook – APPROVED

Meeting of the Board of Trustees was turned over to the President **R. Starace** at 6:14

Adoption of 11.9.16 Minutes

MOTION: with noted changes regarding the second motion to adjourn, corrected to **J. Liu** — Mayor Mark Sokolich, Second by **A. Yook** — **APPROVED**

Treasurer's Report

M. Beyer presented the new format to report financials in a more efficient manner.

MOTION: to accept November financials: Mayor Mark Sokolich, Second by **F. Patti** — **APPROVED**

President's Report

Board members – Luciano Bruni has not replied to the 3 emails sent regarding participation on the board. In addition, no one from Tucker Development has responded. A new property owner to replace this position was suggested for Ken Bruno. S. Koperweis has conversed with him and he has shown an interest. A new replacement from the Modern, Matthew Dittmann, will begin in January.

On a side note, Mayor Mark Sokolich thanked Michael Maresca and Gloria Gallo for their work on the current parking issues at Hudson Lights.

Commercial District Services Reports

Jerry Blankman gave his report for the services provided by Commercial District Services for 2016. Some of the highlights were:

- Notification of a crumbling section of the wall at the Madonna Church
- Snow removal at intersections
- Notification of bus shelter damage
- Notification of damaged poles and signs
- Weed removal and weed prevention
- Pick up of illegal dumping
- Light pressure washing
- Sticker removal
- Notification of broken parking meters
- Weekly reports

Visual/Capital Report

Swags – Romina and Denise handed out 48 swags to stores. Received some complaints that the command hooks have fallen off. Romina and Heidi will follow up on the ones that haven't been put up yet.

Window Display Seminar & Promotion – Though this is a very good concept and idea, questioning if it is worth it if we can't even get participation to do things they get for free. Need to follow up more on this at Visual Meeting.

Holiday Decorations – **F. Patti** suggested a wreath to go around the top of the light posts in addition to the pole wraps. It was brought up that this might be a challenge because of the shape of the light. Another suggestion was to have an evergreen swag that extends from the light post in an arch. Follow up at next Visual Meeting.

Marketing

D. Glennon reported that the Marketing minutes are attached for review. He then gave a synopsis.

Fall-o-ween –the event was a huge success, especially since it wasn't even on Halloween. Should coordinate greater merchant participation and choose a bigger location for next year. It was suggested that merchants put a logo on the door if they have candy to hand out. For 2017 the event should be held on Saturday, October 28th. **Al Restaino** is creating a community wide calendar so can get approval for the date. (Follow up on calendar) We will need more police presence; and would also like to have a designated dance floor. It was also suggested to hold a rag-a-muffin parade once the garage is complete.

Santa Saturday's – People were impressed with the “real beard” Santa we hired. He was very authentic and also added depth to his character, by talking about the 300 years of Santa history. It was suggested to interview him on video and put it up on the website (for next year). The carolers were also amazing. It was also suggested that the volunteers be given Santa hats and scarves to wear. In addition, the board members should have professional name tags. Another suggestion was to look into renting a glass house for next year. This year each family signed in with an email, which helped with getting a complete head count and data.

Mobile App – It was decided that the name of the app will be “@ Fort Lee”. It will feature a business directory and event listing.

Out of District Policy – to allow out of district participation for a fee of \$500-\$700 per event

MOTION: to accept charge between \$500-\$700 per business per event for out of district participation (Committee discretion): D. Glennon, Second by F. Patti — APPROVED

Valentine's/Mother's/Father's Day – In reviewing the business list it was determined that we should amalgamate what businesses offer for each event. As connector, each event will have a cosmopolitan theme.

The tag line should be “*I Love You, I Love you Mom, I Love you Dad*” in a word collage of all languages. Will need to make sure there is an even balance of businesses represented for each holiday.

Restaurant Week – A Big success. The suggested dates for next year will be Thursday, September 21st – Sunday, September 24th. We will also extend the invitation to the out of district restaurants for a fee, as noted in new policy.

Old Business

Main Street Project – waiting for spring to install the last of the benches and garbage cans. Will then determine what we need for more. The suggested plan to order smaller cans is not ideal because will not have a backup supply in case need to replace.

Parking – construction on the new garage will hopefully begin in April

Ordinance Amendment – will be presented to Council on Thursday, December 15th.

Budget – will be presented at the work session on Thursday, January 12th.

New Business

CDS – **S. Koperweis** presented the renewal of the current contract to cover services for 2017.

MOTION: to renew the contract for Commercial District services from 1/1/17-12/31/17: A. Yook, Second by F. Patti — APPROVED

Adjournment

MOTION to adjourn at 7:13 pm: M. Beyer, Second by F. Patti – APPROVED

Next BDA Meeting is scheduled for 1/11/16