

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
3/9/16

Call to Order: 6:08 pm

Present: Michael Beyer, Anthony Clores, Robert Durando, Gloria Gallo, Kathy Lee, James Liu, Councilman Harvey Sohmer, Mayor Mark Sokolich, Romina Starace, Ashley Yook

Excused: Luciano Bruni, Frank Patti

Absent: Councilman Joseph Cervieri, Victor Cividini, Janice Friedman, Denis Glennon

Also Present: Michael Maresca, Al Restaino, Hope Rothenberg – Fort Lee Chamber of Commerce

Adoption of 2.10.16 Minutes

A. Clores requested that his absent status be change to Excused.

MOTION to accept the minutes with the change of attendance status: J. Liu, Second by R. Durando — APPROVED

Treasurer's Report

M. Beyer reported that the CD was opened. The assessment installment had not been received yet and therefore the balance is lower than usual. The assessment will be received by the end of the week and will bring the balance back up.

MOTION to accept February's financials: A. Clores, Second by R. Durando — APPROVED

President's Report

R. Starace reported that Janice Friedman has decided to resign from the board but will remain on the Marketing Committee.

Committee Reports

Visual/Capital Improvements Committee

Valentine's Day – **A. Clores** reported that the hearts given out to the stores worked out well and added a nice touch to the town. We need to set up a meeting for the next season(s) of street décor. Need to get brackets on the poles for hanging baskets. **M. Maresca** will see if the old ones will fit. Will also get banner quotes from Design Decorators.

Marketing/Events Committee

Mid-Winter Madness – poor results. Disappointed businesses are not handing out or promoting the program. The goal was to create more foot traffic. Doesn't seem to have an impact on consumers. If businesses don't participate, support and promote, it can't work. They should be handing out the questionnaire with each bill/receipt.

Mother's/Father's Day – as with Valentine's Day, we will not request discounts; but will support the merchants/retailer efforts with social media.

Arts & Music Festival – We will not going to participate with the suggested "additional event"; but will still take a booth. The energies for the additional event will be placed into the Taste of Fort Lee.

Taste of Fort Lee – Discussed the purpose of events: they create need and reason to come into town; and should create a "bounce back" effect. There are two different options for a "taste of" event: tented in one location/one day; or a "restaurant week".

The tented option is high in logistics and cost. The Restaurant week would run from Thursday to Sunday (September 22-25). Would have live entertainment in the new park to draw people into town. The BDA will provide the promotion. A future idea can be weekly concerts in the park. Will need to invest in a stage. Should have banners advertising the restaurants. The restaurant weekend is the preferable choice. Need to use local business and notify restaurants. Should also analyze customers and design the entertainment for them. Will need to coordinate the power for the entertainment with the DPW. Staff will follow up with other towns to see best practices.

PBS – waiting to hear from the production company. Will follow up.

Old Business

Parking – June 1st is the scheduled ground breaking. The construction should take about 12 months. Post Office relocation is looking positive. Need to make a decision on the purchase of smart meters, which take credit card or cell phone payment – will be about \$450 per meter for a total of \$10,000. Gloria will send a proposal and pictures so can be voted on at the April meeting. Also looking into a validating system for the businesses.

Hudson Lights: The passive park rendering was shown. Operating agreement needs to be worked out. **S. Koperweis** will meet with **A. Restaino** to review. Kiosks will be limited to two. Hudson Light's store plans were passed around. Hudson Light's does not currently have marketing plans for a grand opening. Will put all questions (including questions about signage) into writing. Need to figure out how to cross promote. There is a possibility that Hudson Light's won't do a grand opening since the individual business will have staggered openings.

New Business

Streetscape: **M. Maresca** showed the areas that need to be worked on, which is from Center Ave. to Rt. 46 and should cost about \$65,000. DPW will paint the signs, meters and trash cans black. Benches and planters can be added. Will not be able to add trees or lights. Also, will not be able to do anything about the wood poles. DPW would do the work. The timing should take about 1 - 2 months. **M. Maresca** will submit a proposal for the board to vote on.

Will need to walk the area to see how many accessories need. The question was brought up about painting the overpass? It was noted that would have to get permission. Another suggestion was to looking into installing a metal archway. Waiting for PSE&G to paint the balance of the lampposts. Bike racks are ready to be installed, **R. Starace and S. Koperweis** will determine the placement.

Consultant Agreement: Economic Development Strategists, LLC is the new name of S. Koperweis' company; which was formerly under Millennium Strategies, LLC. The contract is the same as with Millennium, just a different name.

MOTION to accept the new contract: Mayor M. Sokolich, Second by J. Liu — APPROVED

MOTION to adjourn at 7:20 pm: M. Beyer, Second by A. Clores – APPROVED

*Next BDA Meeting is scheduled for 4/13/16