

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
4/13/16

Call to Order: 6:07 pm

Present: Anthony Clores, Robert Durando, Denis Glennon, Kathy Lee, Mayor Mark Sokolich, Romina Starace, Ashley Yook, Frank Patti

Absent: Michael Beyer, Luciano Bruni, Councilman Joseph Cervieri, Victor Cividini, Gloria Gallo, James Liu, Councilman Harvey Sohmer,

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

Adoption of 3.9.16 Minutes

MOTION: A. Clores, Second by D. Glennon — APPROVED

Treasurer's Report

M. Beyer was not present so **S. Koperweis** reported that there was not much change for the month of March.

MOTION to accept March's financials: A. Yook, Second by F. Patti — APPROVED

Committee Reports

Visual/Capital Improvements Committee

Planters - Pansies were put in. Grass plants are due in May. **R. Starace** placed an order for 15-20. **A. Clores** talked with Tony Leone from the VFW and will coordinate the plantings.

Banners – **S. Koperweis** passed around design samples. Concern about white, all colors can get dirty. Shelf life of banners is about 3 years and the white background stands out the best. Centered alignment is best. Will leave room for tag line on bottom. Do we put banner on Hudson lights poles? Look into possibility to banners on wood poles. Old poles have brackets so can put the baskets on when painted. However, since not all poles can accommodate baskets and want to keep consistent throughout the district, should just do banners on all poles.

MOTION to put banners on all the poles and no baskets: Mayor M. Sokolich, Second by D. Glennon — APPROVED

Marketing/Events Committee

Mother's/Father's Day – stores will not need to offer a discount

Arts & Music Festival – will be supporting via booth

Taste of Fort Lee – Will not be at one central venue. There could be issues with merchant participation. Condense into weekend with entertainment. Will follow up with options.

PBS – improved character development, shows merchants, support of town. Find out about Callahan's coming back into town next to Kotcher's. If this is true, then should add this into the segment. D.

Glennon will coordinate with producer.

Mid-Winter Madness – picked 20 winners to receive \$100 each in Rising Rewards. The winners were: Eunice Nho, Christopher Tong, Steve Park, Robert Kim, James Yoon, Norma Roig, Tyrene Gibson, Sally Seymour, Maria Stamas, Irene Kavountzis, Jin Kyoung Park, Jinyean Kim, Hanna Shin, Alley Kuo, Eve Wu, Deborah Milian, Joonha Choi, So Young Kwon, Anna Bard, Chrisina Oh

Old Business

Parking – The new parking meter head proposal was presented. The cost to the BDA would be about \$12,000. This is for the purchase and installation of new meters. The Parking Authority would assume the cost to maintain. The goal is to allow consumers to have easy parking. S. Koperweis will have further discussion with G. Gallo regarding the proposal. F. Patti inquired about a previous parking expense of \$6,000. This was the total expense for the new parking meter sleeves and the BDA split the cost with the Parking Authority.

Hudson Lights: A. Restaino reported that there will not be any restrictions on the park. It will be a Borough run park and will follow Borough protocol. There are currently 2 kiosks approved which will be situated towards the front. Use of the kiosks will have to be approved by the Mayor and council.

New Business

Streetscape: M. Maresca passed out the proposal. The proposal reflects replacing signs, adding benches, meter poles. Visual will walk with M. Maresca to determine placement. The lead time should be 6-8 weeks. Whatever accessories are leftover can be placed on Palisade and Lemoine. Palisade is keeping old poles and will be painted black. The proposal should be reviewed and comments should be sent via email. S. Koperweis will meet with A. Restaino to put together agreement.

Signs: the new sign ordinance is under review and should be approved this year.

MOTION to adjourn at 6:55 pm: A. Yook, Second by D. Glennon – APPROVED

*Next BDA Meeting is scheduled for 5/11/16