

**Board Meeting of the Trustees**  
**Fort Lee Improvement District Corporation**  
**DBA: Business District Alliance (BDA) of Fort Lee**  
**5/11/16**

Call to Order: 6:02 pm

Present: Michael Beyer, Anthony Clores, Robert Durando, Gloria Gallo, Denis Glennon, Kathy Lee, James Liu, Frank Patti, Councilman Harvey Sohmer, Mayor Mark Sokolich, Romina Starace

Absent: Luciano Bruni, Councilman Joseph Cervieri, Victor Cividini, Ashley Yook

Also Present: Michael Maresca, Denise Sokolich, Rene Moore – Direct Development, Hope Rothenberg – Fort Lee Chamber of Commerce

**Adoption of 4.13.16 Minutes**

**MOTION: A. Clores, Second by R. Durando — APPROVED**

**Treasurer's Report**

**M. Beyer** arrived later, **S. Koperweis** gave report and noted that there was not much of a change for the month of April from previous months.

**MOTION: to accept April's financials: Mayor M. Sokolich, Second by J. Liu — APPROVED**

**Committee Reports**

**Visual/Capital Improvements Committee**

*Banners* – **A. Clores, S. Koperweis** and **H. Levine** walked the streets to determine the placement of the banners. *New poles* are spaced closer together, so Main Street will have *one on every other pole*. *Older poles* will have *one on every pole* and the *larger banners will be place on the wooden poles* that are most accessible. **Will not have the banners installed until the old poles are painted.** While walking the streets, it was noticed that there was one pole on Gerome that was not updated with a new light fixture.

**MOTION: to purchase banners for the district, not to exceed \$20,000: F. Patti, Second by R. Starace — APPROVED**

*Beautification* - Metropolitan Plant Exchange has grasses that are natural green and year round to be used in planters and around the clocks. We have received permission from VFW to coordinate the plantings around their post with the plantings on Main Street. Will remove the current hedges from clocks and will replace with grasses and colorful plantings. West Main Street does not have much room to do much with accessories with the exception of a few narrow planters.

The wall in front of the Parking Authority lot on West Main Street could use additional plantings in the wall. Could plant ivy or something with flowers. Would like to be able to paint the steel beam at the base of the Rt. 46 overpass. Would also like to install posts to support an across the street banner, therefore will need to get permission from the State.

**MOTION: to purchase plants for planters on main street, not to exceed \$2,000: F. Patti, Second by R. Starace — APPROVED**

## **Marketing/Events Committee**

*Father's Day* – Will promote and blog businesses related to the male consumer.

*Arts & Music Festival* – Will have a booth and surveys with Rising Rewards to give away.

**MOTION: to give away up to \$700 in Rising Rewards: F. Patti, Second by R. Starace — APPROVED**

*Restaurant Week* – Will be for four days, Thursday, September 22<sup>nd</sup> thru Sunday, September 25<sup>th</sup>. Restaurants will offer prix fix dinner menus in amounts of \$15, \$20 and/or \$25. The BDA will promote heavily. Will schedule events during that time to draw traffic – could get Tom Meyers involved. The Chamber would like to be involved. H. Rothenberg will be on the committee and will get some ideas. Time-Warner Cable media is good for a media choice as they have a great footprint.

*PBS* – Segment will now include Callahan's. The intro date should be in July.

*Time-Warner Cable Vignettes* – **D. Glennon** and **F. Patti** are in negotiations with Time-Warner Cable. There will be two 30 second commercials back to back. The first commercial will announce events happening in Fort Lee and the second commercial will features 2-3 businesses on a rotating basis.

*Hudson Lights Park* – Would like to offer entertainment weekly. The entertainment should be varied, for example, Sunday entertainment for kids and a Teen night. A schedule would be published. Can get entertainment ideas from Downtown NJ. Follow up with Romina.

## **Old Business**

*By Laws Committee* – need to set a date to amend regarding incorporating staggered terms.

*Parking* – The new parking meter head proposal for Main Street could be a partnership between the BDA and the Parking Authority. However, it was suggested that the BDA could agree to fund since the PA is funding the parking deck and allowing the BDA to have an office. The sleeves that were purchased in the fall did not end up getting used on the Main Street parking meter, however they can be used for the parking meters on Lemoine.

**MOTION: Purchase of 25 smart meter heads for \$12,000.00: M. Beyer, Second by R. Starace — APPROVED**

**G. Gallo** showed latest renderings of proposed new parking deck. The anticipation is that the Post Office will also agree to participate. The offices will be on the outer lining of the garage. In addition, there will be a passive park. There will be a total of 640 spaces as compared to the current 412 spaces. It may be possible to add more spaces where the Post Office currently is located. There will also be a small retail space next to the Post Office. The 2<sup>nd</sup> floor will be for offices of the Parking Authority and the BDA. The 3<sup>rd</sup> floor may possibly be for the Board of Education.

**G. Gallo** also inquired about changing the time zones on the parking meters to include 2 and 3 hour time limits. **F. Patti** brought up the concern over the turn-over rate. Therefore it was decided to leave all the time zones to just 1 hour.

*Streetscape:* **A. Restaino, M. Maresca** and **S. Koperweis** met to review the proposal and determined that it would be beneficial to be billed directly from the manufacturer. The manufacturer will create a new written proposal which should be ready for next month's board meeting.

## **New Business**

*Informal Korean Business Meeting:* It was suggested to set up an informational meeting with the Korean businesses. It should be kept informal to allow them to feel comfortable while explaining the importance of their participation. The meeting could be held in July (dated TBD) at 7pm in the library or in the back room of a restaurant. **K. Lee** supported the idea. One way to encourage attendance for this meeting would be to insist on restaurants who want to participate in Restaurant Week must attend meeting. Will set up a committee with K. Lee, and maybe A. Yook and Eun Ju Hong. Can also advertise in Korean Media what the BDA is about.

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

**MOTION to adjourn at 7:05 pm: J. Liu, Second by A. Clores – APPROVED**

\*Next BDA Meeting is scheduled for 6/8/16