

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
6/8/16

Call to Order: 6:05 pm

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

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

Also Present: Denise Sokolich, Lori Donnelly, Chelsea Eriksen – Direct Development

Adoption of 5.11.16 Minutes

A. Clores noted the following items were not included in the minutes:

- Banners not to exceed \$20,000

- Plantings not to exceed \$2,000

MOTION: To accept minutes A. Clores, Second by R. Starace — APPROVED

Treasurer's Report

M. Beyer was absent so R. Starace gave report and noted that there was not much of a change for the month of May from previous months.

MOTION: to accept May's financials: J. Liu, Second by F. Patti — APPROVED

President's Report

Staffing – R. Starace reported that a potential new staff person for the BDA office has been found. The candidate is Neal Grant who used to be the Borough Clerk for Fort Lee. He can offer great attention to detail and already has a good relationship with many of the property and business owners. We have been discussing different options of engaging all stakeholders and this may be the best approach. We would like to set up for a trial basis in July. It would be a good time to start since he can get involved early with the Restaurant Week event. Upon the completion of the trial period, the executive committee will determine if we should hire him as a 1099 or as an employee.

There was also a discussion on how to improve the communication with the Korean business community. One suggestion was to hire a consultant on a per diem basis to promote certain events.

MOTION: to hire Neal Grant with a salary not to exceed \$2,000 per month: F. Patti, Second by — A. Clores – APPROVED

Board Member Attendance – Concerns have been brought up about the attendance records of Board Members **Luciano Bruni** and **Victor Cividini**. **V. Cividini** does not know how much time he is able to commit moving forward, however he is also not sure if he can find a good replacement from his management team. He is currently looking into some options and will report back. **Mayor Mark Sokolich** will contact Tucker Development and find out if they can offer a substitute for L. Bruni. He will confirm from them their grand opening date, what they are planning for the event, their marketing plans, their expectations of the BDA, and who their liaison is.

Committee Reports

Visual/Capital Improvements Committee

Beautification - **A. Clores** and Jim Cappone planted all of the plants on Main Street and in front of the VFW. **F. Patti** suggested to compensate and/or commend Jim for all of his work with the BDA. It was suggested to give him Rising Rewards. He should also be included on the Visual/Capital Improvement committee.

MOTION: to give Jim Cappone \$200 in Rising Rewards: F. Patti, Second by — A. Yook – APPROVED

Marketing/Events Committee

S. Koperweis introduced Chelsea Eriksen from Direct Development. She has replaced Rene Moore. She did an amazing job on the coverage of the ribbon cutting for T-Swirl Crepes and Q-Tea Tapas. We look forward to her being a part of the team. D. Glennon noted that for press releases, a quote should be obtained on why the business chose Fort Lee.

Father's Day – Will promote and blog businesses related to the male consumer such as barbers and fitness locations.

Arts & Music Festival – was rained out and rescheduled for October 2, 2016

Restaurant Week – Will use email blasts for June and July to start creating the buzz. **H. Levine** will coordinate timelines and flyers with Direct Development. Direct Development is working on design concepts and will also set up a separate social media account for the event. Will be handing out a

bulleted flyer (which will also be translated) to the restaurants within the next 2 weeks. Will also create a banner to hang across Main Street.

PBS – Callahan’s is to be integrated into the segment. Some business that were featured are now leaving and will need to be removed. Some potential businesses that could be the replacements:

Aquarius – unique take on Cantonese cuisine

Babalu – current relationship with US and Cuba

Fort Lee Bakery – artisanal style and one of very few in Bergen County

To do the changes there would be a fee in the range of \$4,000. It was suggested that the BDA split the cost with the production company. Could also include The Modern in the sharing of the cost. **D. Glennon** will reach out to producers to discuss.

MOTION: to pay \$2000 to make the changes to the video: F. Patti, Second by — R. Starace – APPROVED

Time-Warner Cable Vignettes – **D. Glennon** and **F. Patti** are working on setting up meetings to develop 2 30 second piggy spots which offer high frequency promotions. The 1st 30 second spot is a Fort Lee public service announcement of which the BDA can have control over some of the announcements such as Restaurant Week. The 2nd 30 seconds will promote a business in the district.

Old Business

By Laws Committee – committee met to review an amendment creating staggered terms. Borough attorney now has limitation on working directly with us will go through Al Restaino so that he can track.

New Committee Member – **A. Yook** and **A. Clores** have both talked to Kiky Kim about taking the position on the board currently vacated by Janice Friedman and he is interested. **F. Patti** has also talked to him and he is interested in being the representative for the Main Street section. **A. Yook** will confirm and get bio.

MOTION: to have Kiky Kim join the board to fill Janice Friedman’s position: A. Clores, Second by — A. Yook – APPROVED

Parking – **S. Koperweis** noted how well the segmented parking hours in Guntzer Lot have been working. The Post Office has agreed to move to the new parking deck which can allow for up to 40 more parking spaces in addition to a passive park.

Streetscape: received proposal from Garden State Highway Products for the West end of Main Street.

MOTION: not to exceed \$100,000 to update the streetscape of West Main Street: F. Patti, Second by — D. Glennon – APPROVED

Informal Korean Business Meeting: after review, have decided it may not be needed at this point and will put on hold for now.

Game of Chance: the application was denied because net proceeds are not permitted because we are not selling tickets. It was advised by the commission that we should seek legal advice.

New Business

Signs: **F. Patti** reported that there is a new proposed sign ordinance draft. He suggested that the BDA create a sign committee in order to review the ordinance after the borough sign committee has reviewed. **The sign committee will consist of D. Glennon, J. Liu, A. Clores, F. Patti and Don Perino.** S. Koperweis will send draft and set up meeting.

MOTION: to create a committee to review the borough sign ordinance: F. Patti, Second by — R. Starace – APPROVED

MOTION to adjourn at 7:35 pm: J. Liu, Second by A. Clores – APPROVED

*Next BDA Meeting is scheduled for 7/13/16