

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
July 13, 2016**

Call to order: 6:04 pm

Present: Michael Beyer, Councilman Joseph Cervieri, Anthony Clores, Robert Durando, Kiky Kim, Kathy Lee, James Liu, Frank Patti, Councilman Harvey Sohmer, Romina Starace, Ashley Yook

Absent: Luciano Bruni, Victor Cividini, Denis Glennon, Mayor Mark Sokolich

Also Present: Michael Maresca, Al Restaino, Hope Rothenberg, Denise Sokolich,

President **R. Starace** opened meeting by requesting the board approve Mr. Kiky Kim as a new trustee as recommended.

**MOTION: Replacement of Janice Friedman with Kiky Kim: F. Patti/M. Beyer — APPROVED**

**Kiky Kim** introduced himself and expressed his appreciation to be a part of the board. He has more than 40 years of experience on Main Street and is eager to participate.

**Adoption of 6.8.16 Minutes**

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

**Treasurer's Report**

**M. Beyer** reported the expenses for the month of June were about \$22K which represents a typical month of expenses. The next few months anticipate a rise in expenses due to Restaurant Week marketing and the West Main Street streetscape renovations.

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

**President's Report**

*Staffing* - Neil Grant decided not to accept the position of District Manager. The original plan was to look for someone familiar with the community. However, due to a group effort to reach out to the district, there may not be a need for an immediate replacement. Will keep reviewing on the original intent and update.

## **Committee Reports**

### **Visual/Capital Improvements Committee**

*Beautification* – A. Clores reported that overall the plants look ok, even though they are a little on the dry side.

*Banners* –A small number of banners have been installed and it was determined that they are too short and will therefore be replaced with longer ones. One suggestion was to raise the current banners and have them face towards the street. However, since they will be replaced shortly, it was determined that it would not be worth the effort at this time.

The sanding and painting of the old poles will begin on Monday and should take roughly 30 days to complete. Other options are to hire someone to paint. Mike Maresca will take an assessment and will advise if the 30 day time frame will not work out.

### **Marketing/Events Committee**

*Restaurant Week* - currently only have 12 restaurants signed up. Need at least 1/3 (20) to make feasible.

- Advertising - \$14,000 was approved in the June board meeting for advertising for restaurant week. There are two immediate large advertising options that need to be addressed. One is a billboard on Rt 46 (\$2,800 for 1 month) and an ad in 201 Magazine (\$2,300). Since the deadlines are immediate, we will commit to both options; however will make the ads generic to promote district if Restaurant Week doesn't move forward. Will also get pricing on yearly billboard\*

*\*see addendum*

**Motion: to approve marketing minutes with amount not to exceed \$14,000: F. Patti, Second by M. Beyer - APPROVED**

### **Old Business**

*Parking* - new rates will be effective as of 7/15/16. Working with Gloria Gallo to make sure signs are posted. It was also confirmed that new parking garage will be designed for easy additions to accommodate for growing parking demand.

*Streetscape* - West Main Street - as soon as delivery happens (partial delivery is expected within a week), the DPW will begin working on the streetscape; and keep us informed.

*PBS video* - Callahan's is being added to replace the Kocher's Market segment. The JD's segment will remain. The additional video of Callahan's will cost \$1,000 - which will be split with the Modern. The final document should be ready to air by the end of August.

*Sign Committee* - A BDA sign committee was formed to review the updated Borough sign ordinance. The updated ordinance includes language which is more understandable and easier to follow. The committee made several recommendations to the board that should be send to the Borough Sign Committee. In addition, the BDA Ordinance states that the BDA should review

all sign applications for businesses within the district; and this should be added to the recommendations.

**Motion: BDA to send recommendations to the Borough including BDA to exercise the right to review all sign applications in the District and send comments to the Borough sign committee for consideration: A. Clores, Second by F. Patti – APPROVED**

S. Koperweis will send recommendations of the Board to the Borough Sign Committee.

*By-Laws* - staggered terms

**Motion: to amend the bylaws to reflect staggered terms: A. Clores, Second by F.Patti – APPROVED**

**J. Cervieri** brought up the fact that he should be on considered as voting board member which is not currently in ordinance. However, he is the Mayor's alternate and thus when the Mayor is not present J. Cervieri may vote.

**Motion: to review and amend by-laws (if so warranted per the ordinance) to add a member from the governing body, to be a voting member: F. Patti, Second by A. Clores– APPROVED**

*Outdoor dining ordinance* - Al Restaino noted that there currently is not any specific criteria for outdoor seating. The Council would like input from BDA regarding seating limitations. The outdoor seating application would come through the building department, then would be emailed to the BDA for review. It should then be turned back to the council with the BDA's comments within 48 hours. The town ordinance may have to be revised.

R. Durando suggested that the September Board meeting be held at Bridge offices.

**MOTION to adjourn at 7:07 pm: F. Patti, Second by R. Durando – APPROVED**

Next BDA Meeting is scheduled for 8/10/16

*\*Addendum* – The marketing committee researched additional Billboard advertising and got pricing for a 1 month lease on a digital billboard on Rt 4 for \$12,000 and a 1 year lease on a static billboard (which can be changed up to 5 times) on Rt 46 for \$28,000. The committee recommends the board approve as such.

**Motion: F. Patti; R. Starace**

- **One month Digital - Rt 4...#393 at \$12,000 for one month**
- **One year Static to be changed 5 times to promote various events - Rt 46...#872.at \$28,800 for one year**

**E-vote on 7/26/16 - APPROVED**