

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
August 10, 2016**

Call to order: 5:06 pm

Present: Michael Beyer, Councilman Joseph Cervieri, Anthony Clores, Robert Durando, Denis Glennon, Kiky Kim, James Liu, Frank Patti, Romina Starace

Absent: Luciano Bruni, Victor Cividini, Kathy Lee, Councilman Harvey Sohmer, Mayor Mark Sokolich, Ashley Yook

Also Present: Gloria Gallo

Adoption of 7.13.16 Minutes

MOTION: J. Cervieri, Second by D. Glennon — APPROVED

Treasurer's Report

M. Beyer reported there was no income for the month; however spending is on the uptick regarding streetscape and parking meters. There was mention of simplifying the Report to not include all the backup detail, which will still be reviewed by treasurer and would be available to anyone who wished.

The final audit was distributed to all. S. Koperweis suggested that he attend a Council meeting and present. Councilman J. Cervieri suggested that he attend the August 11, 2016 work shop. Will let know, however September or October would be better.

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

President's Report

Staffing – Presented Jim xxx with a plaque of appreciation and \$200 in Rising Rewards for all his hard work and dedication. The board is extremely pleased with his performance and partnership with the Borough. (picture)

Committee Reports

Visual/Capital Improvements Committee

Beautification – A. Clores reported that most of the light poles were painted. He thanked M. Maresca and his staff for a great job. Awaiting to replace the balance of the light heads. The Parking meters are going to be painted by the Parking Authority in the next few months.

Banners –the new banner samples are being sent for review to replace the small ones.

Holiday Events – We will be working with Susan as we did last year. R. Starace has confirmed that we will be looking to expand the fall decorations this year and to continue growing the program as promised. She also confirmed that Susan would like to assist and volunteer with the BDA as well as continue her work via Metropolitan Plants. Susan is also looking into swags versus wreaths to put in the windows this year. **The Check List needs to be followed up now.**

Marketing/Events Committee

See attached minutes of 8.3.16 meeting

Business Segment Videos – will be shooting on August 17th three locations: Violets, Bakery, Babalu.

Restaurant Week – There will be a mass convergence of all formats – social, print and billboards. We are also trying to connect with Keynote Celebrity restaurateur David Burke, who lives in Fort Lee and has been quoted in the North Jersey.com article providing authenticity to the Fort Lee dining experience.

Advertising – all print and artwork is complete. **We need to create a Dining Guide to be placed in all businesses.**

\$14,000 was approved in the June board meeting for advertising for restaurant week. There was also two immediate large advertising options that needed to be addressed regarding a static billboard on Rt. 46 and a digital billboard on Rt. 4. These were approve via e-mail vote, bringing the total cost of advertising to around \$23,000. However, with the decision to add entertainment on Saturday evening there will be a need for additional funding. It is estimated that the total amount needed for the event would be about \$30,000. Therefore an additional \$16,000 is needed to cover all costs.

Motion: to approve marketing minutes and additional funding in the amount of \$30,000: F. Patti, Second by A. Clores - APPROVED

It was noted that we have about 26 restaurants participating thus far; which is about the same amount that all of Hudson County has for their event.

We are also going to put together goody bags (Swag Bag) for the first 500 people attending the concert. This will included **“bounce back” coupons from restaurants as well as other promo**

items from all businesses in the district. We will also include Rising Rewards, amount to be determined.

Halloween – Set for October 30th at Post Office lot. J. Cervieri offered space next door if needed.

Santa Saturday – Weather permitting would like to use Hudson Light Park if not Fire House on E. Main Street.

Old Business

Parking - Gloria Gallo discussed timeline for new parking deck to be completed in 3 phases:

Phase 1. Deck and Surface lot – 10 months

Phase 2. Liner Building – April 2018

Phase 3. Post Office Plaza – August 2018

They are still trying to obtain alternate parking places during construction. All the information will be in the next Borough Newsletter. BDA to obtain additional copies and electronic so we can send out and give to all businesses.

There was a discussion regarding ongoing construction at Hudson Lights and the Modern. Though parking is much better since blocking off first two rows construction workers do fill up the lot. While the deck is being built where are they going to go? Can't take up consumer/retail spaces. The Authority is still trying to get other lots, understands concern and working to alleviate difficulties.

K. Kim voiced strong concern regarding parking availability during the construction. Customers are complaining about increase in parking rates; and concerned that Hudson Lights is not charging for the first few hours. He also mentioned an article in the Korean newspaper that Fort Lee gives out the most parking tickets. **G. Gallo** noted that when they first started enforcement a few years back the number of tickets was much higher; now the people know they will get a ticket if they break the law, so less tickets, though higher than surrounding towns.

Streetscape - West Main Street – delivery of benches forthcoming. M. Maresca will keep informed.

PBS video - Callahan's has been added. The final document should be ready to air by the end of August, beginning of September.

Other

R. Durando suggested that the September Board meeting be held at Bridge offices. However it appears several members may not be able to attend so this will be for the October meeting.

MOTION to adjourn at 5:56 pm: A. Clores, Second by J. Cervieri – APPROVED

Next BDA Meeting is scheduled for 9/14/16