

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
September 14, 2016**

Call to order: 6:106 pm

Present: Anthony Clores, Robert Durando, Kiky Kim, James Liu, Frank Patti, Councilman Harvey Sohmer, Mayor Mark Sokolich

Absent: Michael Beyer, Luciano Bruni, Councilman Joseph Cervieri, Victor Cividini, Denis Glennon, Kathy Lee, Romina Starace, Ashley Yook

Also Present: Michael Maresca, Hope Rothenberg, Denise Sokolich

**Adoption of 8.10.16 Minutes**

**MOTION: A. Clores, Second by J. Liu — APPROVED**

**Treasurer's Report**

**M. Beyer** was not present so **S. Koperweis** reported. At the time of the financial report printing there was a balance of \$15,000. However since that date, the 2<sup>nd</sup> half of the 2016 assessment has been received and deposited in the amount of \$200,000. The motion to accept August's financials will be deferred until the next board meeting on October 19, 2016.

**Committee Reports**

**Visual/Capital Improvements Committee**

*Fall Decoration* – **A. Clores** reported that the balance of the fall decorations have been purchased and delivered. **Susan Valavanis** helped to pick out the decorations which are similar to last year but a little more elaborate. Still waiting to hear from Metropolitan Plant on the status of the cornstalk order and their ability to help install them. The question was brought up on decorating the poles on Hudson Street (within Hudson Lights). **M. Maresca** said he would check with Tucker Development.

*Banners* – the new banner samples are scheduled to be sent within the week for review to replace the small ones.

*Holiday Pole Wraps* – It was determined that the best time for the installation of the Holiday Pole Wraps would be on November 30<sup>th</sup>. That would allow the fall decorations to remain up through Thanksgiving and then be taken down of November 28<sup>th</sup> and 29<sup>th</sup>.

*Beautification* – **A. Clores** recommend that the BDA purchase a Weed Wacker for **Jim Cappone**. **M. Maresca** said that he would purchase it and send the bill to the BDA. This expense will be listed under Streetscape expenses. The Mayor also mentioned there will need to be a discussion on the BDA and the payment of Jim Cappone's salary; as a good portion of his work is performed in the new Streetscape area of the District. **S. Koperweis and the mayor** will review. It was also recommend that the BDA purchase branded seasonal outerwear for Jim to wear while he's working in the district.

## **Marketing/Events Committee**

*Business Segment Videos* – the videos are complete and will be placed on the website and YouTube shortly.

*Restaurant Week* – Currently the budget is \$30,000 for all expenses including billboards, advertising and entertainment. Due to new expenditures (raffle giveaways, dining guide and survey printings) there is a request for an increase of \$5,000, for a total of \$35,000 for the event.

- David Burke – will be visiting restaurants on 9/22 from 7-9 and will be signing copies of his books and handing out bottles of his B1 steak sauce
- Entertainment – there will be strolling entertainers on 9/23 and 9/24 from 6:30 to 8:30
- Dining Guide – a map and list of participating restaurants and entertainment guide will be printed and handed out to all business
- Prix Fix Menus – the BDA will print each restaurants prix fix menu in a standard format
- Surveys – will be printed and handed out to each customer at participating restaurants. An incentive to complete the survey will be a raffle with 20 winners receiving \$50 each in Rising Rewards
- Giveaways – books and sauces to be given out during David Burke restaurant visits and will also be the daily prize for the social media picture raffles.

**Hope Rothenberg** advised that the Chamber of Commerce can also send out email blasts to their list.

**Motion: to approve additional funding in the amount of \$5,000: A. Clores, Second by K. Kim - APPROVED**

*Fall-O-Ween* – **S. Koperweis** presented a budget of \$11,000. The budget is based on last year's event.

**Motion: allot \$11,000 for the Fall-O-Ween Event: J. Liu, Second by R. Durando - APPROVED**

*Santa Saturday* – **S. Koperweis** presented a budget of \$15,000. The budget is based on last year's event.

**Motion: allot \$15,000 for the Santa Saturday's Event: K. Kim, Second by Mayor Mark Sokolich - APPROVED**

## **Old Business**

*Parking* – **Mayor M. Sokolich** reported that there have been some complications with the bond holders for the new parking garage since the property is owned by the Borough and not by the Parking Authority. He noted that the newspaper article does not read well to fully explain the situation. The bottom line is that the town will not be cutting corners on the new garage, there is not a decrease in parking spaces and the hopeful start date will be November 15, 2016.

*Streetscape* – **M. Maresca** reported that all of the poles are painted new lamp heads have been replaced throughout the entire district. On the West end of Main Street the new signs are up. The benches have been delivered but will not be installed until the spring.

*PBS video* – The segment has been completed. An airdate schedule was passed around.

## **Other**

*Ordinance/Amendment* – there about 8 properties that are within the district that have not been included in the original Schedule A for some reason. The board needs to determine when the ordinance should be amended to include these properties. It was suggested that it should be done as soon as possible. **S. Koperweis** will meet with **Al Restaino** and **Kevin Hartley** to discuss.

*Hope Rothenberg* - A special apperception was made to Hope Rothenberg recognizing all of her dedication and participation to the BDA.

*Trees* – there have been several trees that have been removed over time throughout the district. **A. Clores** received an estimate of \$7,000 to purchase and install new ones; **he will forward for files**.

**MOTION to allot \$7,000 for the purchase and installation of new trees: A. Clores, Second by Mayor Mark Sokolich – APPROVED**

**MOTION to adjourn at 6:50 pm: J. Liu, Second by A. Clores – APPROVED**

Next BDA Meeting is scheduled for 10/19/16\* at the Port Authority Bridge Offices located at 220 Bruce Reynolds Blvd.

\*changed due to the Jewish Holiday, Yom Kippur on 10/12/16