

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
January 11, 2017**

Call to order: 6:00 pm

Present: Matthew Breeden, Victor Cividini, Anthony Clores, Robert Durando, Denis Glennon, Kiky Kim, Kathy Lee, James Liu, Frank Patti, Councilman Harvey Sohmer, Romina Starace, Ashley Yook

Absent: Michael Beyer, Luciano Bruni, Councilman Joseph Cervieri, Mayor Mark Sokolich,

Also Present: Ken Bruno, Gloria Gallo, Al Restaino, Hope Rothenberg, Denise Sokolich

Adoption of 12.14.16 Minutes

MOTION: — A. Yook, Second by D. Glennon — APPROVED

Treasurer's Report

M. Beyer was unable to attend therefore will present the recap for 2016 at next month's meeting. The 2017 budget will be introduced to the council on January 19th, with a public hearing set for March 9th.

Visual/Capital Report

Planters - Looking into different options for planters during the Holiday season.

Window Display Seminar – at this time, it does don't seem beneficial to hold a window display seminar due to difficulty in getting participation.

Marketing

Valentine's/Mother's/Father's Day –overall theme is **pampering**. **R. Starace** suggested that instead of highlighting individual businesses offer a Rising Rewards promotion: For every \$20 spend in BDA businesses (except restaurants), receive \$10 in Rising Rewards (up to \$50). This will encourage repeat business. Will test for Valentine's Day and if it works will roll out for Mother's and Father's Day. Will target a few stores that can really help to promote. The Chamber will also help to promote.

Mobile App – the developers are currently working creating the app.

President's Report

The Nominating committee (**A. Yook** and **A. Clores**) will meet to discuss the replacement of **L. Bruni** with **K. Bruno**.

Old Business

Parking – the garage ground breaking is currently projected for the end of March or the beginning of April. The Hudson Lights parking issues are also being worked on to accommodate the new business employees. Will lease the vacant lot for temporary parking. The Parking Authority is also working to accommodate the Port Authority employees. **S. Koperweis** is working (with borough grant writers – Millennium) on obtaining a grant from Volkswagen for charging stations to be installed in the garage. He will follow up with **G. Gallo**.

New Business

Downtown Business Improvement Zone – **S. Koperweis** suggested to work with the Borough to create an ordinance for a Downtown Business Improvement Zone, in accordance with the State Statute. This will allow assistance for the renovation of that area. Once the ordinance is adopted it will allow the district to apply for a 10 year, no interest loan up to \$200,000. **S. Koperweis** will work with the council to apply and put together a program. This will free up current funds in our budget allocated to Capital Programs to help with businesses in creating a 50/50 match for Façade upgrades and improvements. DBIZ loan funds can only be used for “public improvements”.

MOTION to have the Borough apply of a Business District Zone ordinance: A. Clores, Second by K. Kim – APPROVED

Adjournment

MOTION to adjourn at 6:32 pm: J. Liu, Second by R. Durando – APPROVED

Next BDA Meeting is scheduled for 2/8/16