

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
February 8, 2017**

Call to order: 6:05 pm

Present: Michael Beyer, Ken Bruno, Councilman Joseph Cervieri, Denis Glennon, Kathy Lee, James Liu, Councilman Harvey Sohmer, Romina Starace, Ashley Yook

Call-In: Anthony Clores, Frank Patti (However, due to circumstances unable to connect)

Absent: Matthew Breeden, Robert Durando, Kiky Kim, Mayor Mark Sokolich,

Also Present: Gloria Gallo, Al Restaino, Michael Maresca, Hope Rothenberg, Denise Sokolich, Direct Development – Chelsea Eriksen, Lori Donnelly, Sherri Garcia

Adoption of 1.11.17 Minutes

MOTION: — J. Liu, Second by R. Starace — APPROVED

Treasurer's Report

M. Beyer reviewed the expense for January, as well as a recap of 2016 which were included in the meeting packet. Everyone should review and bring any questions to the next meeting in March.

MOTION: — to accept January financials — J. Cervieri, Second by D. Glennon — APPROVED

President's Report

R. Starace reported that the nominating committee has recommended to replace Luciano Bruni from Tucker Development with Ken Bruno, property owner in district and business operator.

MOTION: — to accept nominating committee's recommendation — J. Cervieri, Second by J. Liu — APPROVED

R. Starace mentioned there has been a suggestion to work with a local accountant for the 2016 Audit. The recommendation is to use Jose Bombino. His price is similar to the auditor that we have used in the past. He currently does a lot of work for non-profit, although he may not have specific experience with special improvement districts. He also comes with recommendations

from the Fort Lee Chamber of Commerce. It was suggested to invite him to the next board meeting so that he may answer any other questions the board may have. S. Koperweis will invite.

Visual/Capital Report

Handed out hearts to the stores to hang in their windows.

Marketing

Valentine's/Mother's/Father's Day – Billboard and media will change to reflect the individual events. Working with Direct Development to create a new advertising plan approach between parties to ensure timely delivery of products.

Mobile App – the developers are waiting for certain deliverables. Once they receive, it should be 8-10 weeks for the app to be ready. Staff to follow up.

Old Business

Parking – G. Gallo reported that they are schedule to break ground in mid to late March. The Parking Authority has been working on alternative parking. The Main Street business employees will be allowed to park in the Church of the Madonna parking lot. The empty lot next to Hudson Lights will be for commuters and for Hudson Lights employees; and the PIP will be for construction workers.

Downtown Business Improvement Zone (DBIZ) – S. Koperweis presented to the Borough council's work session on February 2nd. As per last meeting this is a state program run by Department of Community Affairs under the same statute as Improvement Districts. Once the borough adopts a DBIZ the entity can apply for an interest free loan.

The hearing will be on March 9th which also happens to be when the budget hearing will also take place. Therefore, board members are encouraged to attend. J. Cervieri brought up a point that community banks are required to give a certain amount of local loans that could be a good way to work in conjunction with the Downtown Business Improvement Zone loans. He also mentioned that the current concentration of improvements has on Main Street have been between Center and Lemoine, and thus with the potential for new loans as DBIZ, the focus can now be on the West end of Main Street.

Adjournment

MOTION to adjourn at 6:25 pm: D. Glennon, Second by J. Liu – APPROVED

Next BDA Meeting is scheduled for 3/8/16