

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

Call to order: 6:05 pm

Present: Michael Beyer, Ken Bruno, Robert Durando, Denis Glennon, Kiky Kim, Kathy Lee, James Liu, Councilman Harvey Sohmer, Mayor Mark Sokolich, Romina Starace, Ashley Yook

Call-In: Anthony Clores, Frank Patti

Absent: Matthew Breeden, Councilman Joseph Cervieri

Also Present: Al Restaino, Michael Maresca, Hope Rothenberg

Adoption of 2.8.17 Minutes

MOTION: — M. Beyer, Second by J. Liu — APPROVED

Treasurer's Report

M. Beyer reviewed the expenses for February. He noted that the assessment for the last half of 2016 was received and reflected in the month of February.

MOTION: — to accept February financials — J. Liu, Second by K. Bruno — APPROVED

Visual/Capital Improvements Report

Planters – **A. Clores** reported that the evergreen trees were removed from the planters and new mulch was filled in and pansies will be planted in the next couple of weeks.

Trees - New mulch was filled at the base of the trees. **A. Clores** has made arrangements for 3 resources to evaluate possibly lighting the trees along Main Street. The first appointment will be Tuesday, March 14th with **R. Starace** and **M. Beyer**. **M. Maresca** is checking with **A. Restaino** to make sure the BDA work with the trees will not void the guarantee. There are 32 trees between Lemoine and Center.

Concerns were brought up regarding hindering the growth with too much weight. The experts have suggested to have the lights removed just before the holiday season and the winter. The lights should be installed before the leaves bloom. **M. Beyer** raised a concern that the street lights are so bright that the tree lights will be lost and consequently the funds that would go towards tree lights would be better utilized in other areas of the district. **F. Patti** suggested to

trim the lower branches and **M. Maresca** advised that should be done by professionals. He also suggested that the BDA should try to spread out the improvements and work with the trees on the west end of Main.

Marketing

Valentine's/Mother's/Father's Day – currently planning a promotion as well as working on a broader promotion and implantation plan.

Tuesday's on Main – currently planning a promotion; S. Koperweis will look into a retail marketing firm that could assist with specific targeted retail promotions.

Mobile App – the developers are creating, working with Direct Development

Summer Happy Hour – promotions in the summer from Wednesday – Friday, was suggested. Could include special pricing as well as special in store events such as “make your pizza”, etc. **K. Kim** advised that he has a musician contact that could be used for entertainment.

Arts & Music Festival – will be discussed at next Marketing meeting

Old Business

Parking – **M. Maresca** reported that the bid for underground work has been awarded and should begin in roughly 2 weeks. **G. Gallo** should send a notice to the business – **S. Koperweis will follow up.** The entire parking lot is expected to be closed.

Downtown Business Improvement Zone (DBIZ) – The hearing for the DBIZ ordinance s as well as the 2017 budget will be on March 9th at 6:30. Also, once this is adopted we will be looking into community banks for local sponsorship/grant support. It was suggested to tie into open space for the Post Office which would free up funding for the signs/façade grants.

Auditor – The potential new auditor was unable to attend this meeting. Thus, the decision to change will be on hold until the next meeting. The decision should be made by April since the audit must be filed by August.

Signs/DOT 46 – **S. Koperweis** reported that **D. Martin from DOT** said it was decided that it will be easier to install a new sign and are currently working on creating.

Rutgers – the BDA was designated by NJ Biz as a top local group as a resource. **Send to Direct Development to post.** Can utilize for interns.

Adjournment

MOTION to adjourn at 6:40 pm: J. Liu, Second by M. Beyer – APPROVED

Next BDA Meeting is scheduled for 4/12/16