

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
April 12, 2017**

Call to order: 6:04 pm

Present: Ken Bruno, Robert Durando, Denis Glennon, Kiky Kim, James Liu, Romina Starace, Ashley Yook, Councilman Joseph Cervieri, Councilman Harvey Sohmer

Call-In: Anthony Clores

Absent: Michael Beyer, Matthew Breeden, Kathy Lee, Frank Patti, Mayor Mark Sokolich,

Also Present: Gloria Gallo, Kurt Schwartz – My Town Navigator

Adoption of 3.8.17 Minutes

MOTION: to accept March Minutes — A. Clores, Second by K. Bruno — J. Cervieri, abstained. APPROVED

Treasurer's Report

M. Beyer was not present so **S. Koperweis** gave a brief overview of the March Financials. **Councilman J. Cervieri** commented on the investment amount in CD's. **S. Koperweis** explained this was for a variety of capital projects, with funds coming from each year.

MOTION: to accept March financials — A. Clores, Second by Councilman J. Cervieri — APPROVED

Marketing

My Town Navigator – Denis explained that having a personal interaction as well as professional expertise with the businesses was something that can be improved and therefore introduced Kurt Schwartz of My Town Navigator. Kurt explained that his company will engender relationships with the business by introducing them to special events, offering seminars on social media, explaining and signing up stores with our Rising Rewards program and bolster overall communication between the businesses and the BDA. His proposal is for an initial test for \$12,000 and a total of \$36,000 for the year, to be billed quarterly. There was discussion on making sure we measure success by collecting data and business participation; as well as potential language barriers.

MOTION: to accept My Town Navigator contract for \$36,000 — Councilman J. Cervieri , Second by K. Kim — APPROVED

Father's Day – going to run a similar promotion to Mother's Day where we offer \$10 in Rising Rewards for every \$50 spent.

Mobile App – close to completion and should be ready to launch shortly; working with developer to ensure late May, early June launch.

Restaurant Week – currently in the early planning stages. Trying to schedule a meeting with David Burke and City Perch to work on a kickoff event.

Visual/Capital Improvements Report

Planters – **A. Clores** reported that the plantings were done this past Monday. Pansies were planted in the planters and clock and mulch was spread around the clock. The total cost was \$160.

Trees – **A. Clores** advised that he had received 3 light proposals to light the trees. The proposals ranged in price from \$4,800, \$5,500 and \$12,000. He has requested that the vendors do one tree as an example. A concern was brought up that the trees are still too young. **A. Clores** said that he had consulted with an arborists regarding this issue and was advised that it should not be a problem as this type of tree was specifically chosen not to grow rapidly. Another concern was that there are others areas of the district that need to be addressed before spending additional money on Main Street; such as going west and south, as well as painting the RR overpass, and or an Arch welcoming to Main Street. **A visual meeting will be set up to further discuss.**

Old Business

Downtown Business Improvement Zone (DBIZ) / Loan – The process has not begun yet. Will need plans for capital programs first and then can apply for loan. The grants we are looking to create are for signage and awnings with the funds coming from the reallocation of budget items from capital improvements. The DBIZ program must have a public component, the funds cannot go to private sector.

Parking – **G. Gallo** report that the construction of the new garage should begin within a couple of weeks. Temporary lots for businesses and their employees have been set up adjacent to Hudson Lights as well as the Church of the Madonna. There will be a 10 day period during the Church of the Madonna Carnival where the lot will be unavailable. **G. Gallo** said that they will **give notice to the permit holders to advise them of this temporary restriction.** The estimated construction time is scheduled to take 12-18 months.

Concerns were brought up of where the customers will be able to park. It was suggested to create a separate lot just for customers such as the Gerome Lot. Will need to work with the store owners to make sure their employees park elsewhere and leave the Gerome Lot open for the customers. **G. Gallo** advised that she can have an attendant on the streets to monitor more closely the 1 or 2 hour time limit as well as monitor the Gerome Lot from 9:30-10:30 for a

couple of weeks. Will also change Gerome to 1 or 2 hour limit. Another suggestion was to advise customers to park in the Hudson Lights Garage as the first 90 minutes are free.

Auditor – Will keep the current Auditor, The Spire Group, for this year. Will evaluate new auditor options in the summer

MOTION: to sign The Spire Group contract for the 2016 audit – Councilman J. Cervieri, Second by J. Liu — APPROVED

Website Bios and Headshot – still need from most board members. **S. Koperweis** will send out another reminder.

Adjournment

MOTION to adjourn at 7:07 pm: Councilman J. Cervieri, Second by A. Clores – APPROVED

Next BDA Meeting is scheduled for 5/10/17