

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
May 10, 2017**

Call to order: 6:12 pm

Present: Anthony Clores, Denis Glennon, Frank Patti, Romina Starace, Councilman Joseph Cervieri, Councilman Harvey Sohmer

Absent Michael Beyer, Matthew Breeden, Ken Bruno, Robert Durando, Kiky Kim, Kathy Lee, James Liu, Mayor Mark Sokolich, Ashley Yook,

Also Present: Gloria Gallo, Michael Maresca, Hope Rothenberg, Claire Ja – Fort Lee Resident and PhD student at Rutgers

**Adoption of 4.12.17 Minutes**

**MOTION: to accept April Minutes — J. Cervieri, Second by A. Clores —  
APPROVED**

**Treasurer's Report**

**M. Beyer** was not present so **S. Koperweis** gave a brief overview of the April Financials.

**President's Report**

**R. Starace** asked **S. Koperweis** to explain the current lease situation. The new landlord is asking for us to vacate space prior to end of term of lease in October. They are requesting us to vacate as quickly as possible so they may begin renovations. **S. Koperweis** explained the earliest possibility would be mid-July or August. He asked if anyone new of space to notify him immediately so he can begin process.

**Visual/Capital Improvements Report**

*Rt 46 Overpass* – **A. Clores** reported that they are looking into putting a sign on the Rt 46 overpass. **M. Maresca** advised that he has a contact that can do the sign. He will advise the measurements and Direct Development will create the design. A question was brought up regarding the painting of the overpass but it was decided that this may take too long due to the intensive approval process.

## **Marketing**

***Mobile App*** – close to being completed

***Tuesdays on the Town*** – Discussed concept of events on Main Street: possibly create a theme of Twenty Percent Tuesdays where businesses offer a 20% discount of their choice. Looking forward to high compliance with My Town's efforts. The plans / concepts are still being worked out; therefore, will table the budget until have a more concrete plan. Meeting with Dance with Me and Bergen PAC to discuss possible events to be held at Hudson Lights Park.

***Restaurant Week*** – Having conversations with David Burke to create celebrity chefs events. The dates will be changed to September 14<sup>th</sup> - 17<sup>th</sup> due to the Jewish Holidays.

***My Town Navigator*** – Going to work with **S. Koperweis** to get as many businesses as possible to sign up for Rising Rewards, Tuesday event and other items as needed. Will have all info translated into Korean.

## **Old Business**

***Parking*** – **G. Gallo** requested a desired time limit for the temporary parking in the Gerome Lot during construction. It was decided that a 2 hour limit would be best. Gloria will create a letter that Jim Cappone can deliver noting this new time limit as well as the no parking during the upcoming street festivals.

***Shuttle*** – **G. Gallo** and **S. Koperweis** will meet to discuss leasing options for having a shuttle run during Restaurant Week. If it is successful, will discuss for future nights and weekend options.

***Renewal of Direct Development and Economic Development Strategists Contracts*** – there were not enough members present to vote so will hold until next meeting.

## **Adjournment**

**MOTION to adjourn at 6:35 pm: F. Patti, Second by Councilman J. Cervieri – APPROVED**

Next BDA Meeting is scheduled for 6/14/17