

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
June 14, 2017**

Call to order: 6:08 pm

Present: Michael Beyer, Anthony Clores, Robert Durando, Denis Glennon, Kathy Lee, James Liu, Frank Patti, Mayor Mark Sokolich, Romina Starace, Ashley Yook,

Absent Matthew Breeden, Ken Bruno, Councilman Joseph Cervieri, Councilman Harvey Sohmer, Kiky Kim

Also Present: Denise Sokolich, My Town Marketing, Direct Development

Adoption of 5.10.17 Minutes

MOTION: to accept May Minutes — F. Patti, Second by A. Clores — APPROVED

Treasurer's Report

M. Beyer gave an overview of the May Financials.

Visual/Capital Improvements Report

Banners – Need to set up Visual meeting to look at samples for wreaths on top of poles. **S. Koperweis** will follow up with Design Decorators.

Bike Racks – **A. Clores** reported that there isn't an ideal spot to place the new bike racks, so will keep them in reserve until the new parking deck is completed.

West Main St – there was discussion on how to visually improve the West end of Main Street. Hanging baskets were suggested however it wouldn't work since there are only wooden poles in that area. It was also noted that there is not enough room for planters; however there maybe for benches, but who will sit there and there is room for trash cans. In addition, there appears to be a high number of street signs which then makes the banners appear too busy looking. **A. Clores** will discuss with **M. Maresca** the possibility of reducing some of the street signs. It was also noted that there may be an overabundance of unused utility wires. PSE&G will remove old wires however Verizon will not.

Storefronts – **A. Clores** and **R. Starace** went through the district and noted that 5 or 6 storefronts could use some TLC. **A. Clores** will send to **S. Koperweis** a list, who will in turn send a letter to the owners as well as discuss with **A. Restaino** to options for a matching

sign/awning grant. This grant is separate from DBIZ loans. That loan is only to be used in conjunction with a particular project. Can start working on picking a project for the fall of 2018.

Rt 46 Overpass – A. Clores passed around design options for a permanent vinyl banner for the overpass. A. Clores will forward the pricing to S. Koperweis. It was suggested that there would only be a need to have the banner on the incoming side of the overpass and no need for the outgoing side. It was also suggested that overpass be cleaned up, i.e. a fresh coat of paint. The Visual Committee will pick the final design.

MOTION to allot \$4,000.00 for purchase of overpass banner: M. Beyer, Second by F. Patti – APPROVED

Marketing

My Town Navigator – Kurt reported on his team's visits to the stores. They are starting to get to know the managers and listen to their issues.

Rising Rewards – Has made a total of three visits to the stores and was able to sign up about 20 stores. Plan to make another 2 passes with hopefully equal results. They have also noted that there are a couple of stores that are not accepting the Rising Rewards certificates even though they have already signed up.

Tuesdays – Have some stores signed up to either stay open late or offer a special deal

Sticker Program – Presented to the board a new program to consider. A sticker program where consumers collect stickers from participating stores to be entered into a contest. There is no purchase necessary and is a great way to move people in and out of the stores.

Tuesdays on the Town –

8 weeks of promotions, 4 weeks of entertainment with Dance with Me and Bergen Pac with an entertainment start time of 8pm (instead of 6pm)

Event costs – rental fees and set up for mobile stage, lighting and music. S. Koperweis presented a variety of cost options. Can use a mobile stage on the sidewalk or center street of Hudson Lights. Although there was some concern of having at Hudson Lights, it was determined it is the best location for this year. However, can change the location once the new parking deck and Post Office Park are complete. One long term option would be to consider making an investment in building a permanent stage platform at the post office park. For this year, maybe utilize a simple 10x10 raised platform with a LED dance floor. There were some suggestions to purchase an actual stage kit. S. Koperweis will send info to M. Maresca to see if can store and install and then maybe rent out. S. Koperweis will look at other platform stage options. Bergen Pac just needs speakers and mics and won't go with search lights and screens for the first group of events. R. Starace suggested going bare bones route first and then if it works, will make a larger investment.

MOTION to have Tuesday entertainment (Dance with Me) 4 times: F. Patti, Second by M. Beyer – APPROVED

MOTION cost of entertainment not to exceed \$8,500 per event: D. Glennon, Second by F. Patti – APPROVED

Restaurant Week – Need to get started on the planning. **S. Koperweis** will be having a meeting with David Burke this week to create celebrity chefs kick off event and a Sunday brunch event.

Father's Day – Direct Development created an online form for receipt submission to see if it will make the process easier

Old Business

BDA Office – the new owner of 201 Main has requested for the office to be vacated as quickly as possible. The new location is 208 Main. For full disclosure, the property is owned by board member K. Bruno's family. The rent will be \$600 per month rent for 2017 and \$800 per month starting 1/1/18. The BDA office will also be responsible for water and electric. Will have a separate electric meter or will probably prorate the electric bill. Will need to start working on getting a CO. Looking to move June 23rd. Current owner of 201 Main has agreed to provide the man power to pack and move. **S. Koperweis** has also requested a donation back to BDA in return for our cooperation.

MOTION to accept new lease of 208 Main with rent of \$600 per month for 2017 and \$800 per month starting 1/1/18: Mayor Mark Sokolich, Second by M. Beyer – APPROVED

Renewal of Direct Development and Economic Development Strategists Contracts –

MOTION to accept and renew Direct Development Contract, LLC. at \$3,100 per month: D. Glennon, Second by J. Liu – APPROVED

MOTION to accept and renew Economic Development Strategists, LLC. Contract at \$8,200 per month: F. Patti, Second by R. Durando – APPROVED

New Business

Zoning – **J. Liu** inquired on the request to have the zoning laws adjusted to accommodate 2nd and 3rd floor additions. Needs to go thru the zoning board. The BDA can write a formal letter to make this request. **J. Liu** and **S. Koperweis** will create the letter, the BDA board can then approve the letter and submit to the town zoning board.

Board Attendance – **R. Starace** inquired on the absence of a representative from the Modern. **S. Koperweis** will follow up with Victor Cividini.

Recognition – **S. Koperweis** acknowledged and thanked the Mayor for participation at the recent Real Estate seminar held at the Double Tree Hotel in Fort Lee.

Port Authority – **R. Durando** reported of the updated streetscape on Bruce Reynolds Blvd and the long term staging area for the Parking Deck construction. He noted that the bus operation

opened on 5/16/17. He also reported that the PIP helix construction is in process and the worst of the closures are almost done.

Adjournment

MOTION to adjourn at 7:55 pm: J. Liu, Second by Councilman A. Clores – APPROVED

Next BDA Meeting is scheduled for 7/12/17