

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
October 11, 2017**

Call to order: 6:04 pm

Present: Robert Durando, James Liu, Frank Patti, Councilman Harvey Sohmer, Romina Starace, Anthony Clores, Denis Glennon, Kathy Lee

Absent: Councilman Joseph Cervieri, Ashley Yook, Michael Beyer, Matthew Breeden, Kiky Kim, Mayor Mark Sokolich, Ken Bruno

Also Present: Denise Sokolich, Jessica Zampieri, Michael Maresca, Gloria Gallo, Staff

Adoption of 9.13.17 Minutes

**MOTION: to accept September Minutes — R. Durando, Second by—J. Liu
Abstain**

Treasurer's Report

M. Beyer was not present. **S. Koperweis** gave September financials report. September activity was 40k due to events. Net balance is \$141,706.32, CD Balance 9991 is \$155,702.28 and CD Balance 0172 is \$50,898.25. There was a discussion on budget. Only 10% can be moved without going back to commit. Amend 2018 budget if budget was to fall within the 10%.

Presidents Report

R. Starace passed around a letter to sign for David Burke thanking him for his support and time during Restaurant Week. This will be given to him along with a \$500 gift card to SOJO.

Visual/Capital Improvements Report

Fall Sunflower Décor - A. Clores reported the lampposts are complete. They expanded the decorations on the clock on Main and Center and the front and side of the triangle. It was suggested to buy new bows each year verses fixing. There has been more sign poles added this year, need to consider how many will be decorated next year. **S. Koperweis** mentioned the light poles on Center Avenue going north above Main Street; only 3 have not been decorated and will need to decorate next year.

Around Town Improvements- A. Clores reported that a new bench was added near the bus stop on West Main. New trash buckets were added. Total cost for these 2 improvements was \$1000.

RT 46 Overpass- A. Clores reported that the extension started going up the first week of October. It was decided to have the work completed during the day to save \$600. New updated

version was passed around. October 13th at 9am the updated version will be finished. **A. Clores** to send updated version to **S. Koperweis**

Holiday Season Decor– **A. Clores** mentioned the trees will go in planter boxes. Last year the trees lasted into March. **Where will the existing flowers be stored?** **R. Starace** passed around a picture of an idea verses the trees, possibly very costly. There was a discussion about whether or not if there is an outlet near the clock. Can the clock be wrapped with lights for holiday? **S. Koperweis** will contact company to include garland and lights.

Marketing

Restaurant Week – **D. Glennon** reported Restaurant Week was a tremendous success. The participating restaurants reported very good feedback. Kurt from MyTown Marketing collected the feedback, it was emailed to the board and the BDA has a copy if anyone is interested in reviewing the comments. **We were recognized for an award by Downtown New Jersey.** There was a discussion about suggestions for next year such as not as many restaurants for the kick off, including more chefs that Chef David Burke knows, starting the event on Tuesday verses Thursday and less entertainment. Promoting the event on social media and website was very effective and we have a great model in place to continue with.

Tuesdays On The Town – **D. Glennon** reported that there was a discussion about moving TOTT to Thursday next year or possibly not doing TOTT next year at all; as it is costly and the funds could go to a new or other event. It was also suggested to move the location so other business could benefit. **R. Starace** suggested doing a HH instead during the Summer to help bring in business.

Fall-O-Ween – **S. Koperweis** reminded the board about volunteering to help pass out candy. \$100 in Rising Rewards will be passed out by **Mayor M. Sokolich**. Next year the Fall-O-Ween posters need to be lighter and the orange needs to be brighter.

Santa Saturdays– **S. Koperweis** questioned where Santa should be this year. What venue, location and outdoor/indoor. He is working to rent an outdoor structure for Santa this year.

Holiday Sticker Program – **S. Koperweis** reported the program will run from Nov 27th – Dec 18th. An example of the board was passed around. **ACTION: Call Kurt to confirm more silver on the board.** This will help drive people into the local businesses. People can pick up the boards at the participating businesses. The business will have stickers to give to people when they come into their store. The businesses can then offer coupons and discounts to help during the holiday season. Kurt from MyTown Marketing is facilitating this program. BDA will be offering Rising Rewards for turning in completed boards. This event will cost approximately \$8k to promote with posters and on social media. **R. Starace** confirmed the Bank of NJ will be sponsoring \$500. **ACTION: Create a list of people who want to be a sponsor. Email your suggestions to R. Starace.**

Valentines/Mother's/Father's Day – There was a brief discussion on what to do next year. **Is there a way to promote all 3 events as 1 Spring event next year?**

Old Business

Sign/Façade Ordinance – need to be amended to address paint color problems. Finalize.

Calendar of Events – **S. Koperweis** will set up working meeting for November to plan for 2018.

New Business

2018 Work Plan– What is the goal for 2018, 19, 20. This should be addressed at next board meeting, using time to review calendar and goals.

Parking Update – **G. Gallo** reported that the Madonna lot will no longer be utilized. There are only 4 people buying a monthly pass. They will need to do something different. Post Office lot is full. The parking garage will not be done for another 10+months. **F. Patti** suggested more business oriented parking.

Newsletter – Tom Myer will start featuring the BDA. Suggested to do a small article on the President, but **R. Starace** felt it should be focused on more than one person. Since it is too hard to coordinate a group picture, will just use the logo and masthead. Will have interviews with the officers and chairs.

Community Center Sign Board – send any announcements to M. Maresca and MaryAnn Leodori.

Library Message Board – good place to list calendar events

Fort Lee Today – Borough app.

Adjournment

MOTION to adjourn at 6:53 pm: R. Starace, Second by– K. Lee APPROVED

Next BDA Meeting is scheduled for 11/08/17