

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

Call to order: 6:05 pm

Present: Robert Durando, James Liu, Frank Patti, Councilman Harvey Sohmer, Romina Starace, Anthony Clores, Denis Glennon, Councilman Joseph Cervieri, Mayor Mark Sokolich, Ken Bruno, Michael Beyer

Absent: Ashley Yook, Matthew Breeden, Ken Bruno, Gloria Gallo, Kathy Lee, Kiky Kim

Also Present: Denise Sokolich, Direct Development, MyTown, Michael Maresca, Gloria Gallo, Staff

**Adoption of 10.11.17 Minutes**

**MOTION: to accept September Minutes — A. Clores, Second by—J. Liu  
Abstain – J. Cervieri**

**Treasurer's Report**

**M. Beyer** provided overview of the October financials. Activity was 30 transactions totaling \$40k. Beginning balance was \$184k, ending balance was \$126,701. CD Balance acct. #9991 is \$155,702.28 and CD Balance acct. # 0172 is \$50,898.25. Total liabilities / equity is \$333,351.90.

**Presidents Report**

**R. Starace** – Due to this being a working planning meeting for 2018, there was no president's report.

**Visual/Capital Improvements Report**

**Fall Sunflower Décor** - **A. Clores** reported that we should decorate later in October next year.

**Holiday Season Decor**– **A. Clores** reported this will be done on the Friday or Monday before Thanksgiving. They will be adding Garland around the clock. Let Tony know a date to take down the sunflowers prior to lampposts being decorated for the Winter season. There are no more wreaths or swag to hand out. An email/letter will be sent to the businesses for the wreath/swag to be hung by Nov 30.

**RT 46 Overpass**– **A. Clores** reported the extension is complete. All agreed it looked nice.

## **Marketing**

**Fall-O-Ween** – **D. Glennon** reported that Fall-O-Ween was a spectacular success. The phenomenal turnout could not accommodate all the people at the post office location. A fundamental issue is how to optimize this event for the merchants on Main. It was suggested that Main Street be closed next year for safety. Closing down Main Street can help this and we can add vendors to setup tables to help promote their business. Action: Ask merchants on Main if the event helped bring people in (Survey).

**Holiday Lighting** – November 30<sup>th</sup> is the holiday tree lighting. Action: Coordinate volunteers to pass out Holiday Sticker Program.

**Santa Saturdays**– **S. Koperweis** confirmed Santa Saturdays are December 9<sup>th</sup> and 16<sup>th</sup> at the Richard and Catherine Nest Sr. Center. Action: Volunteers from the Board are appreciated.

**Holiday Sticker Program** – **Kurt** from MyTown Marketing reported the merchants were very excited about this event. The sticker program “board” is complete with 50 participating retailers in the district. **R. Starace** did a wonderful job getting several businesses to donate \$3k in prizes. The boards will be passed out by volunteers at the Holiday Tree Lighting to start the promotion.

## **Working Meeting Agenda -Work Plan and Events**

**S. Koperweis** reported our current 2017 budget is \$613k. Action: **S. Koperweis** will be sending out the 2017 year to date budget for review so all can plug in what they believe should be for 2018. The 2017 breakdown is as follows: Assessment – \$416k, 2018 could be -\$467k, plus capital/investment. Expenses: Operations – \$93k, Marketing – \$67k, Visuals – \$167k, Admin – \$67k.

**Marketing/Event Finances** – **S. Koperweis** reported Restaurant Week -\$40k, Tuesdays on The Town – \$35k, Santa Saturdays – \$11k, Fall-O-Ween – \$15k ... these are all a combination of both marketing and entertainment for the events.

**Capital Improvements** – What should this amount be for 2018? Discussion on finishing sidewalks on W. Main from Center to library, dressing up Garden apt wall, the triangle right before you enter in Fort Lee by the RT 46 Overpass, triangle by RT 5, or near the Fort Lee sign in the center of town. **M. Maresca** will gather information about the triangle and other capital costs regarding west end of Main Street, so we can incorporate into 2018.

**2018 Plan** – **S. Koperweis** discussed what the plan / goal should be for 2018? The question we must keep in mind and keep asking ourselves is: what brings people in to shop; and how do our programs support our stakeholders? Thus, as we enter our fourth year is it time to put more money into capital and less into marketing? As noted in recap:

**Recap of 2017 Events** - Tuesdays on The Town expenses were very high and did not bring many people into stores. Valentines, Mother’s and Father’s Day did not work as well as intended either. Direct Development presented suggestions for next year to replace, add and or continue.

## **Direct Development Suggestions for 2018:**

**Financials:** Estimated we will need \$76k to market the following events (For further details please refer to the attached Direct Developments 2018 Outline)

**February:** Health and Wellness Promotion – Targeted to people who are looking for a second chance at their New Year’s Resolution. Direct Development will promote various businesses in the district that fall within the health/fitness category: Such as Simply Juiced, Cyclebar, Tribeca Pilates, VIP Fitness, Bliss Yoga, Royal Dance, Four Seasons, Nail and Hair Salons.

**April:** Easter Egg Hunt – Promotes retailers within the business district. Retailers will be given eggs with Rising Rewards. Customers will be given a map of all participating locations to collect their eggs. Similar to the Dec 2017 Holiday Sticker Promotion that Kurt is running from Mytown Marketing. **Need to flesh out more detail.**

**May:** Art / Wine Walk – One Day Event Targeting/Promoting bars and restaurants serving alcohol within the district. Aim for this event is to highlight Fort Lee as a cosmopolitan city that appeals to residents and visitors, as well as getting people to patronize local restaurants.

**September:** Restaurant Week– 4- 6 day event targeting and promoting restaurants within in the district.

**October:** Fall-O-Ween – 1 day small event or larger on street?

**December:** Christmas Stroll – Event will be targeted at getting residents and visitors to patronize retailers and restaurants within the district. One Saturday/Sunday in December, all retailers and restaurants will offer individual special discounts as well as holiday treats. Business will be encouraged to decorate with holiday décor and Santa Saturdays will be rolled into this event.

## **Boards Discussion on 2018 Events**

**February:** Health and Wellness

**March- April:** Spring Restaurant Week

**April:** Easter Egg Hunt Promotion

**May/June:** Happy Hour

**September:** Fall Restaurant Week – Run full week vs 4 days

**October:** Fall-O-Ween

**December:** Holiday Sticker Program w/ Strolling Santa’s

**General Marketing and Events-** Ribbon Cutting press releases, mobile app updates, outside event based graphic, social marketing and website maintenance.

## **Adjournment**

**MOTION to adjourn at 7:29 pm: F. Patti, Second by J. Liu – APPROVED**

Next BDA Meeting is scheduled for 12/13/17