

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
December 13, 2017**

Call to order: 6:03 pm

Present: Robert Durando, Frank Patti, Romina Starace, Anthony Clores, Denis Glennon, Mayor Mark Sokolich, Ken Bruno, Michael Beyer, Ashley Yook, Kiky Kim, Kathy Lee

Absent: Matthew Breeden, James Liu, Councilman Harvey Sohmer, Councilman Joseph Cervieri

Also Present: Denise Sokolich, Staff, Mario from 16 Handles, Emil Curko from Sea Saw

Nomination Committee Report

Nomination Committee met on December 7, 2017 consisting of **A. Clores, A. Yook** and **S. Koperweis**.

1. Reviewed the current board members whose terms expires on December 31, 2017: They are **R. Starace, A. Clores** and **K. Bruno**. The committee recommends that at all three be re-appointment for three year terms beginning on January 1, 2018.
MOTION: M. Beyer, Second by F. Patti. Approved.
2. Current attendance roster was also reviewed regarding absences during the year. **M. Breeden** has only attended two meetings this year. **A. Clores** will speak with the Modern about his replacement.
K. Kim and **K. Lee** have attended 4 and 6 meetings respectively this year. It was recommended that they be put on notice regarding their attendance and participation.
3. Discussion regarding including adding a member from the Chamber of Commerce as a voting member of the board. **A. Clores** suggested the member from the Chamber to be added would take the 1 institutional seat. **F. Patti** agreed with **A. Clores** suggestion. **M. Beyer** and **D. Glennon** saw it as a possible conflict of interest. **R. Starace** thinks it should be a property owner. **S. Koperweis** mentioned that we bear in mind the BDA mission statement and why the BDA was formed; to work with property and business owners in the District. It was recommended that further conversation should take place for future consideration.
4. **Nomination and Election of Officers:** Committee recommends **R. Starace** – President, **F. Patti** – VP, **J. Liu** – Secretary and **M. Beyer** – Treasurer. **MOTION: to accept Officers — A. Clores, Second by—K. Bruno**
5. **2018 Calendar:** 2nd Wednesday of each month @ 6pm, EST. 1/10, 2/14, 3/14, 4/11, 5/9, 6/13, 7/11, 8/8, 9/12, 10/10, 11/14 and 12/12. **MOTION: to accept meeting dates and times — M. Beyer, Second by—F. Patti**

Adoption of 11.08.17 Minutes

**MOTION: to accept November Minutes — M. Beyer, Second by—R. Starace
Abstain – K. Lee, F. Patti, K. Kim, K. Bruno**

Treasurer's Report

M. Beyer gave an overview of the November financials. November activity was 32 transactions totaling 54,827.87. October beginning balance was \$143,730.53, ending balance is \$88,902.66. CD Balance 9991 is \$155,702.28 and CD Balance 0172 is \$50,898.25. Total liabilities and equity is \$275,922.34. Late 2016 tax filing was reported and is currently being worked on.

Presidents Report

R. Starace – Nothing to report

Visual/Capital Improvements Report

Holiday Season Decor– **A. Clores** reported the street décor company ran into an issue, which delayed completion. They finished the 1st weekend of December.

Hudson Lights– **A. Clores** reported the street was turned over to us a week ago. We will decorate next year. The Mayor spoke with M. Maresca and they are working on doing something about it.

Parking Meters– **A. Clores** reported the street parking meters are free parking during the holiday season. It is not obvious that there is free parking. There was a conversation about having bags to go over the meters to clearly park the free parking. ACTION: **A. Clores is working on this immediately.** The BDA will be purchasing the bags for the parking suspension. **MOTION: to accept immediate action and purchase — K. Bruno, Second by— R. Starace**

Marketing

D. Glennon reported that 2018 marketing focus will be to maximize the marketing financials that the merchants are paying into. \$67k is set for the Advertising Budget to market events, with a strong emphasis on social marketing. The goal is to have a major event every quarter with each event to drive business to each merchant. Each merchant should leverage the event by promoting their business. The issue right now is establishing better retailer engagement. The retailers are not participating. We are spending the money and it is our job to drive customers to the merchant; however, it is then up to the retailer to offer promotional discounts, coupons to come back, etc. It was mentioned that a Marketing Seminar will be provided by the BDA in February for the district businesses to learn and strategize on different ways to market during the quarterly events. **MyTown and Direct Development will set up with BDA.**

Holiday Sticker Program

D. Glennon suggested that if the program is successful this year we will run similar programs throughout 2018 to compliment quarterly events and help drive customers to merchants. The program ends on December 19th. **The Marketing Committee will connect with Kurt** on final outcome.

Hudson Lights

There was a discussion about sign to be purchased by the BDA in 2018. The park and street is now part of the district. ACTION: S. Koperweis and Mayor will take the lead on this project. BDA has the right and will work with architects to design the sign, cost and logistics. The sign will list all businesses in Hudson Lights and Parking Garage. The goal is to have a visible sign to attract customers to merchants in Hudson Lights. Current owner R. Tucker has been unresponsive to merchants and Mayor.

Old Business

Sign and Façade

F. Patti reported the signage issue is not resolved. Applications are not processed in a timely manner; and the BDA is not getting copies of applications so they can coordinate with owners. There is a temporary handicap ramp going up at 1636 Parker Ave, there are signs on 3rd floor buildings, no letters are being written and the sign ordinance is not enforced. The ordinance has not been amended. ACTION: S. Koperweis will email Joe and Harvey about the amendment and the status of getting applications from the building department.

New Business

Assessment

S. Koperweis reported the 2017 assessment policy is based on 4.8% that generated \$416,000. The same policy in 2018 will generate \$614,000 due to new properties. The difference is made up of roughly 7 properties totaling around \$300,000. Hudson Lights \$133k, Modern 146k and Modern #2 \$27k. If reduced by 20% to 3.8 it would bring the assessment to \$486,000. Discussion on the policy: The additional funds could be used for capital improvements on the West side of Main Street; and also to put up a Retail Monument sign by Hudson Lights. It was decided to keep the assessment policy at 4.8% for 2018 and revisit in 2019.

MOTION: to accept assessment policy — K. Kim Second by—A. Clores

2018 Budget

Reviewed the draft 2018 budget. It was decided to add \$127k to the capital programs and combine the Welcome signage, Signs/Awning grants, visual improvements and engineering into Street Improvements allowing for greater flexibility. S. Koperweis will make the necessary changes and send to all. **MOTION to approve budget for 2018 of \$865,477.00: M. Beyer, Second by R. Durando.** Approved.

Adjournment

**MOTION to adjourn at 7:52 pm: Mayor Mark Sokolich, Second by: R. Durando—
APPROVED**

Next Board Meeting is scheduled for 01/10/18