

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
July 12, 2017**

Call to order: 6:06 pm

Present: Michael Beyer, Ken Bruno, Anthony Clores, Denis Glennon, Kiky Kim, James Liu, Frank Patti, Councilman Harvey Sohmer, Romina Starace,

Absent Matthew Breeden, Councilman Joseph Cervieri, Robert Durando, Kathy Lee, Mayor Mark Sokolich, Ashley Yook

Also Present: Hope Rothenberg, Denise Sokolich, Gloria Gallo

Adoption of 6.14.17 Minutes

MOTION: to accept June Minutes — J. Liu, Second by A. Clores — APPROVED

Treasurer's Report

M. Beyer gave an overview of the June Financials.

Visual/Capital Improvements Report

Rt 46 Overpass – There was discussion on the method of mounting the banner to the overpass. A. Clores will investigate and confirm with M. Maresca. The final banner will larger in dimension which means an increase in cost.

MOTION to increase allotment to \$4,700.00 for purchase and installation of overpass banner: F. Patti, Second by J. Liu – APPROVED

Wreaths – A. Clores will borrow from the town of Leonia to see if will work with our lights.

Trash Cans – A. Clores will work with M. Maresca on the placement on West Main St.

President's Report

There has been discussion on the budget line items, especially on Marketing in light of the new Tuesday on the Town promo. There is a question as to market and use the money to bring people into the District or to use the money to improve buildings. Marketing committee will review and discuss the current budget and will come up with recommendations for the board.

Marketing

Father's Day – waiting for the results of the promotion.

Rising Rewards – very happy with the progress from MyTown; getting good response.

Tuesdays on the Town – First night was cancelled due to inclement weather. **S. Koperweis** passed around the card that he will hand out at the events. The cards will have a secret code so that we can track where the customers get them from. **M Maresca** will make sure Sam has the key for the setup. BDA will be responsible for payment to Sam.

Restaurant Week – Working with David Burke. **S. Koperweis** following up for final details. Need to get participating restaurants online by August 1st. **H. Rothenberg** will send a generic request to the chamber email list. **S. Koperweis** has packets for those who want and can also email the packets. Board members are encouraged to reach out to any contacts. Look into sponsorships for the future so will have to put together a sponsorship package.

Shuttle – need to work with **G. Gallo**. Will need to determine on hiring a separate driver or pay overtime. Shuttle time will be 4 hours in the evening for 4 days. **G. Gallo** will look into the cost and logistics.

Video – to be produced by Synergy

MOTION to allocate \$2,200.00 for the video production of Restaurant Week by Synergy Productions: K. Bruno, Second by D. Glennon – APPROVED

Calendar of Events – has been evolving where there is something happening just about every week/month. Need to coordinate better for 2018.

Old Business

Madonna Lot – This lot is for permit holders only but unfortunately, business are not utilizing the lot. **H. Rothenberg** offered to do a survey (in conjunction with M&T bank walk) to the business owners to find out where they are parking. It was also requested to change the hour limit on Lemoine Ave to accommodate longer parking needs.

New Business

Uber – **K. Bruno** recommended looking into the possibility of partnering with Uber. Discussion.

Adjournment

MOTION to adjourn at 7:00 pm: M. Beyer, Second by D. Glennon – APPROVED

Next BDA Meeting is scheduled for 8/9/17