

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
August 9, 2017**

Call to order: 6:08 pm

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

Absent Michael Beyer, Matthew Breeden, Ken Bruno, Kiki Kim, Mayor Mark Sokolich,

Also Present: Gloria Gallo, Michael Maresca, Al Restaino

**Adoption of 7.12.17 Minutes**

**MOTION: to accept July Minutes — F. Patti, Second by A. Clores — APPROVED  
Abstain – J. Cervieri**

**Treasurer's Report**

**M. Beyer** was not present so **S. Koperweis** gave an overview of the July financials. As recommended by the Auditor, the dollars in Management fees have been distributed into several different categories.

**President's Report**

**Recognition** – **R. Starace** noted how much extra work Jim Cappone has been doing and was wondering what kind of recognition could be done to show appreciation. **M. Maresca** will advise a good way to compensate.

**Board Members** – It was noted that **M. Breeden** from The Modern, has only been to one meeting. **Councilman J. Cervieri** will reach out to Vic Cividini to get another recommendation

**Visual/Capital Improvements Report**

**Rt 46 Overpass** – **A. Clores** reported that the banner was put up last night and noted it was a great job. There was an additional cost of \$750 to install at night; but overall was under the total estimate. There was question of the actual size. The reason why it was only 325" was because every time expanded the length, the wording would get stretched out. It was suggested to fill out both ends with white. However, it was noted that the beam cannot be painted so the best solution for now is to leave it as is.

**Holiday Wreaths** – **M. Maresca** will get a sample from Leonia to see how it will work on out lights.

**Memorial Day Wreaths** – It was suggested for the **BDA** to present a wreath for Memorial Day in 2018. Need to explore further.

**Planters** – **A. Clores** will work with Jim Cappone to make sure the planters are in good shape for Restaurant Week.

## **Marketing**

**Budget** – **S. Koperweis** is reviewing the breakdown of the budget. By the next board meeting he will be able to advise if we will need to go to the council to move funding from/to line items.

**Tuesdays on the Town** – It was a good start for the first year and each week it was gaining momentum. Last night had about 400 people. There are a lot of people coming back from subsequent weeks. Next year will need to make more inclusive to other stores. The participating businesses have reported a rise in sales on Tuesday nights. Also, need to debrief the entire campaign and program.

**Restaurant Week** – Working on schedule and making sure to have coverage on all types of media as well as collateral around town. David Burke is ready to be the face of the event. He will visit about 8 of the restaurants the first night. The brunch idea will not work out this year due to lack of interest from the other chefs. There is double the number of participating restaurants versus last year. There is no interest from outside the district as of yet. **Councilman J. Cervieri** suggested reaching out to the James Beard Foundation as they have up and coming chefs. **S. Koperweis** requested that if anyone reaches out to sign up additional restaurants to please cc: the office. He will send a list of current participating restaurants to the board members so they won't be reaching out to restaurants that are already signed up.

**Shuttle** – **G. Gallo** advised for Restaurant week the cost of driver and shuttle for 4 hours 4 days will be \$600. Need to confirm bus route.

**Halloween** – should look into port-o-john and purchase of candy early. Follow up.

## **Old Business**

**Parking** – Oak Tree Plaza has issues since lot is no longer available. **A. Yook** will follow up.

**Calendar of Events** – need to set up meeting in October to plan for 2018. **S. Koperweis** to do.

## **New Business**

**Signs** – there was discussion on the enforcement of digital signs. The problem is that the inspectors are not working at the time when the digital sign are on.

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

**Oak Tree Mall – A. Yook** reported that the tenants were concerned about the new parking garage and what type of competing business might be allowed

**Newsletter** – Tom Myer will start featuring the BDA. Suggested to do a small article on the President, but R. Starace declined as she 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 Ledori.

**Library Message Board** – good place to list calendar events

*Fort Lee Today* – Borough app.

## **Adjournment**

**MOTION to adjourn at 7:01 pm: A. Clores, Second by R. Starace – APPROVED**

Next BDA Meeting is scheduled for 9/13/17