

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
September 14, 2017**

Call to order: 6:01 pm

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

Absent: Matthew Breeden, Kiki Kim, Mayor Mark Sokolich, Kathy Lee, Anthony Clores

Also Present: Mike Maresca, Hope Rothenberg, Denise Sokolich, Jessica Zampieri, Stuart Koperweis

**Adoption of 7.12.17 Minutes**

**MOTION: to accept August Minutes — A. Yook / J. Cervieri— APPROVED  
Abstain – J. Cervieri**

**Introduction**

**S. Koperweis** introduced Jessica Zampieri as the new District Manager working with Economic Development Strategists, LLC. Jessica is a resident of Fort Lee and her husband is a Fort Lee business owner.

**Treasurer's Report**

**M. Beyer** gave an overview of the August financials. There is currently \$227,082.69 in total liabilities and equity. The registered balance as of 8/31/2017 is \$21,218.25. A \$200,000+ check is to be issued on 9/14 from the Borough Assessments that will be deposited.

**President's Report**

**Recognition** – **S. Koperweis** thanked Direct Development, PR for all of their hard work in putting together all the signs and marketing collateral for Restaurant Week.

**Board Members** – **Need to follow up with Tucker and The Modern** to see if they will send a representative.

**Visual/Capital Improvements Report**

**A. Clores** was not present so **R. Starace** reported:

**Rt 46 Overpass** –The banner was put up 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 or see if we can get additional banner.

**Falloween – A. Clores** ordered a dozen more sunflowers. A few from last year were either damaged or stolen. Susan will be working to take inventory and start following week.

**Sign and Façade Committee**– The Sign/Façade committee met along with the BDA to discuss the new role of the BDA. Minutes of the meeting will be sent. There will be a process to follow in cooperation with the Building Department. This will also help open up communications with new tenants and the BDA to assist. A color chart / pallets will be selected for recommendations. This will be determined by the committee with BDA.

## **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.

**Restaurant Week** – Kick off is tomorrow evening. All have been sent list of participants.

**Falloween – S. Koperweis** will confirm using the post office lot. He and **M. Maresca** will follow up with the police department.

**Holiday Lighting** – There was a brief discussion on what date was confirmed with Cheryl. Do not want to interfere with her event.

**Santa Saturdays**– **S. Koperweis** confirmed Santa Saturdays are December 10<sup>th</sup> and 17<sup>th</sup>.

## **Old Business**

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

## **New Business**

**2017 Work Plan/Goal** – What is the goal for 2018, 19, 20. Need to have working meeting on this; possibly at next board meeting.

## **Adjournment**

**MOTION to adjourn at 6:31 pm: J. Cervieri / K. Bruno – APPROVED**

Next BDA Meeting is scheduled for 10/11/17