

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
January 10, 2018**

Call to order: 6:06 pm

Present: Ken Bruno, Michael Beyer, Anthony Clores, Denis Glennon, Kiki Kim, Kathy Lee, James Liu, Frank Patti, Brian Wedlock, Ashley Yook

Absent: Councilman Joseph Cervieri, Robert Durando, Councilman Harvey Sohmer, Mayor Mark Sokolich, Romina Starace

Also Present: Denise Sokolich, Hope Rothenberg, Vic Cividini, (staff - Jessica Zampieri, Stuart Koperweis)

Adoption of 12.13.17 Minutes

MOTION: accept December Minutes —K. Bruno, Second—D. Glennon Approved

Treasurer's Report

M. Beyer gave an overview of the December financials. December activity was a typical month, totaling \$27,031.19. December beginning balance was \$88,902.66, ending balance was \$50,875.08. CD Balance 9991 is \$155,702.28 and CD Balance 0172 is \$50,898.25. Total liabilities and equity is \$246,734.99

Presidents Report

M. Beyer – Stepped in for **R. Starace**. No report.

Committee Reports

Visual Capital Improvements **A. Clores** reported Santa Saturdays was a huge success. The carolers and the decorations all together provided holiday spirit to Santa Saturdays.

Street decorations came down on the 6th and 7th. *S. Koperweis* will review program with Design Decorators. **ACTION:** Banner need to be reviewed/replaced.

Marketing– **D. Glennon** reported the sticker search was not as successful as anticipated, with only 150 participants. Vendors did not participate and/or promote. This needs to be addressed moving forward. As we set up retail programs it is critical that retailers support in stores.

Preliminary marketing calendar for 2018 is as follows:

February: Promoting Health and Wellness. This will be done via social media featuring several different health and wellness vendors within the district. Signage and virtual banners will also be used to help promote. No Retail promo.

April/May: Fashion week/weekend. This is in the early planning stages and has not been confirmed. A work plan will be provided before a final decision is made. S. Koperweis to follow up with team/chamber. This will be a retail promo with MyTown.

Summer: To be determined

September: Restaurant Week + Retail Promo

October: Fall-O-Ween

December: Santa Saturdays + Retail Promo

Marketing Seminar – A. Yook and S. Koperweis are working with the Fort Led Korean American Association to put together a marketing seminar for late February or early March. J. Liu is working to add a link on the Korean Association to then post the marketing presentation that will be held during the marketing seminar.

Old Business

Parking Update

No report

Sign and Façades

F. Patti referred to the September 2017 sign and façade committee meeting stating that the signage issue is still not resolved. There was a process agreed upon at the September meeting that has not been enforced. The ordinance has not been updated stating BDA authority to recommend in District to Sign Committee.

The building at 1636 Parker Ave, where there is a temporary handicap ramp is seeking signs be placed on 3rd floor, is a prime example of non-communication. No letters are being written and the SID is not being informed in a timely manner so we can negotiate. There is also no enforcement of clear sign violations. The sign company on behalf of the retailer is seeking approval of the sign in lieu of getting a variance. F. Patti stated that 1636 sign request for variance waiver be denied.

MOTION: to deny variance waiver and to not support application - A. Clores Second by: F. Patti- APPROVED

ACTION: S. Koperweis, F. Patti and J. Liu to speak to the Borough with R. Starace to see you we can implement what was agreed upon in September. Follow up with Councilmen Sommer and Cervieri about the amendment. J. Liu will create a list of steps to present to AI on behalf of the board following procedure.

Hudson Lights Signage

S. Koperweis reported he is scheduled to meet with an architect to discuss the logistics and designs of signs; as noted from last meeting.

New Business

Modern

V. Cividini from the Modern reported he and or Brian Wedlick will be present at future meetings as representative of The Moderns. The second tower, 450 units is scheduled to open in April. Residents respond to email communications best, not mail. TV screen are in the elevator for advertising. Park and restaurant between the two Modern buildings is set to open in September/October.

Sponsorship

S. Koperweis discussed the sponsorship policy. Fort Lee Public Library requested a donation from the Business District Alliance for Luna Celebration. It was discussed that this does not support our stakeholders and would open us up to request from every organization in the borough.

MOTION: to decline Library Sponsorship- M. Beyer Second by: D. Glennon- APPROVED

Adjournment

MOTION: to adjourn at 7:02 pm- J. Liu, Second by: K. Bruno– APPROVED

Next Board Meeting is scheduled for TUESDAY, 02/13/18; MOVED from Wednesday the 14th due to Valentine's Day.