

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
February 13, 2018**

Call to order: 6:04 pm

Present: Romina Starace, Robert Durando, Frank Patti, Anthony Clores, James Liu, Denis Glennon, Stuart Koperweis, Ken Bruno, Ashley Yook, Kathy Lee, Mayor Mark Sokolich

Absent: Michael Beyer, Kiky Kim, Councilman Harvey Sohmer, Councilman Joseph Cervieri, Brian Wedlock

Also Present: Denise Sokolich, Stuart Koperweis, Jessica Zampieri, Hope Rothenberg, Mike Maresca, Steven Lewis, Derrick Brayboy,

**Adoption of 1.10.18 Minutes**

**MOTION: to accept January Minutes —A. Clores, Second by—D. Glennon**

**Treasurer's Report**

**S. Koperweis** stepped in for **M. Beyer** giving an overview of the January financials. Most of January activity expenses were from 2017 Holiday Event and Advertising. January beginning balance was \$50,875.08 ending balance was \$21,329.64. CD Balance 9991 is \$155,702.28 and CD Balance 0172 is \$50,898.25. Total liabilities and equity is \$226,478.98. \$171,000 assessment check received on February 13<sup>th</sup>.

**Presidents Report**

**R. Starace.** No report.

**Committee Reports**

**Visual Capital Improvements** **A. Clores** discussed the CDS contract for 2018. Contract is based on the job and not by the number of employees, which is outlined in the agreement. It was recommended that we stay with CDS and their crew.

**MOTION: to accept CDS contract – A. Clores Second by: R. Starace- APPROVED**

**ACTION: S. Koperweis,** to sign contract.

**F. Patti** commented on reviewing the current landscape contract in September and to contact local landscaping companies.

**Banners – S. Koperweis** reported on replacing the banners and cost associated. The banners are 3 years old and unfortunately are fading. The cost of the banners is \$42 for the smaller ones and \$52 for the larger ones. **It was recommended to look into possible digital or UV protection.**

**ACTION: S. Koperweis** will follow up with company.

**Marketing- R. Starace and D. Glenon** reported on the marketing calendar for 2018.

**February:** Promoting Health and Wellness. This was done via social media featuring several different health and wellness vendors within the district. Signage and virtual banners were also used to help promote.

**Spring:** May 5<sup>th</sup> -12<sup>th</sup> is Fashion Week. We will be complimenting the Chambers efforts on putting together an actual runway show with other activities, including parties and programs. Our efforts will focus on helping to promote the District Retail Merchants via a program by MyTown to sign up retailers with promotions. **See Marketing Notes.**

**Summer:** Memorial Day – Labor Day: Happy Hour Promotion for Restaurants

**September:** Restaurant Week

**October:** Oct 27<sup>th</sup> - Fall-O-Ween, Main Street should be closed down for safety. Will follow up.

**December:** Dec 8<sup>th</sup> Santa Stroll – Santa and friends will stroll the streets within the FL District - Snow/Weather Date is scheduled for Dec 15<sup>th</sup>.

**Marketing Seminar – A. Yook and S. Koperweis** are working with the Korean Association to put together a marketing presentation for March/April.

## **Old Business**

### ***Parking Update***

**G. Gallo** - No report.

### ***Hudson Lights Signage***

**S. Koperweis reported** he met with DMR Architects to discuss the logistics and designs of signs. It was suggested to review with other architects in area. **Follow up with Mayor and Vic.** Also need to make sure we **include banners, plantings and lights on new streets** now owned by Borough for 2018.

Holographic and lighting in the garage – M. Maresca is looking into.

### ***Library Event***

Reviewed request for \$600 donation to the Fort Lee Public Library for the Lunar New Year event. **MOTION: K. Lee, Second R. Starace – APPROVED.**

## **New Business**

### ***Photo Pros***

**S. Koperweis** mentioned Photo Pros is interested in working with local businesses to help with video and photography. They would offer 10% off to all BDA merchants at \$695/visit. Photo Pros will look into setting up visits. They would like BDA assistance and support.

## **Adjournment**

**MOTION: to adjourn at 7:14 pm- K. Bruno, Second by: R. Durando– APPROVED**

**Next Board Meeting is scheduled for Wednesday, 03/14/18**