

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
March 14, 2018**

Call to order: 6:02 pm

Present: Frank Patti, Anthony Clores, James Liu, Denis Glennon, Stuart Koperweis, Ken Bruno, Ashley Yook, Councilman Joseph Cervieri, Kathy Lee, Kiky Kim, Councilman Harvey Sohmer

Absent: Romina Starace, Michael Beyer, Matthew Breeden, Brian Wedlick, Mayor Mark Sokolich, Robert Durando

Also Present: Jessica Zampieri, Stuart Koperweis, Hope Rothenberg, Mike Maresca, Steven Lewis, Derrick Brayboy, Victor Cividini, Kristen

**Adoption of 2.13.18 Minutes**

**MOTION: to accept January Minutes —J. Liu, Second by—D. Glennon**

**Treasurer's Report**

**S. Koperweis** stepped in for **M. Beyer** to March financials. March beginning balance was \$154,716.43. Ending balance was \$140,651.50 \$. CD Balance 9991 is \$155,702.28 and CD Balance 0172 is \$50,898.25.

**ACTION:** Resend Financials - J. Cervieri request, he is still not able to open attachments. K. Bruno fix this issue?

**Presidents Report**

**R. Starace** was absent. No report.

**Committee Reports**

*Visual Capital Improvements*

**Banners** – **A. Clores** reported the banner replacement pricing. 30x60 qty12 @ \$59.50/banner. 18x36 qty 100 @ \$48.50/banner. UV cost is \$10-12/banner and is included in cost, estimated to last 2-3 years.

**MOTION: to accept Banner Bid – A. Clores Second by: F. Patti- APPROVED**

**ACTION:** **S. Koperweis** to continue to investigate adding 71 banners to Hudson Lights. Check into how to secure without scratching pole and pass stress test.

**Marketing- D. Glenon** reported updates to Fashion Week. Fashion Week will run from May 7<sup>th</sup> – 12<sup>th</sup>. The Chamber will be running a schedule of events beginning on Thursday, May 10<sup>th</sup> and ending on Saturday, May 12<sup>th</sup>. 40 merchants within the Business District are signed up to

participate in promotions during Fashion Week. The outdoor billboard on RT 46 is completed and will be up the first week of April. There will be several multimedia efforts via social media, video and publications. There will be a separate URL and webpage the Borough is running. The landing page will have the redirect links to other sites promoting Fashion Week. There was a conversation about the approval of marketing designs and branding of Fashion Week.

**ACTION:** Deadline for marketing schedule of outside vendors and 2 sponsors has to be determined by end of March.

## **Old Business**

### *Parking Update*

**G. Gallo** was absent. **J. Cervieri** reported deck will be done before end of the year. Phase 3 is the Post Office.

*Sign Façade* – **J. Liu** reported he met with **J. Cervieri** and **A. Restaino** agreed upon Stuart will receive PDF applications from Building Committee and will then be emailed out to the Sign Committee.

### *Hudson Lights Signage*

**S. Koperweis reported** he and Mayor Mark met with a second architect, a Custom Branding Company to discuss the logistics and designs of signs. Architect is to send proposal and design elements. Contract will go through the BDA. Once received, 2 bids and designs will be presented to the Visual Improvement Committee for final decision. Lights to help brighten darker areas around Hudson Lights better to buy versus rent. No budget to add lighting this year. This will have to go through the sign committee. Tucker, Hudson Lights Landlord talked to 3 companies to brighten up Laser Billboards, cost is 40/50k. There is a new management company at Hudson Lights.

## **New Business**

### *Direct Development Contract*

**S. Koperiwes** mentioned that Direct Development's contract is up. D. Glennon recommended we stay with them.

**MOTION: to accept Banner Bid – J. Cervieri Second by: J. Liu - APPROVED**

### *Economic Development Strategy Contract*

**S. Koperiwes** mentioned his contract, EDS was up. **J. Cervieri** recommended to carry over until the next board meeting until President, R. Starace was back.

### *Snow Removal*

**J. Cervieri** recommended that the BDA or Improvement District help with Snow Removal Post Storm. People going to shops and restaurants within the district are stepping over mounds of snow that is pushed to the curbs. Merchants can shovel snow to the curb, and then the town can remove it. M. Maresca mentioned there is no way to give an approximate bid because it depends on the size of the storm. At this time there is no budget for this to be done.

**ACTION:** 2019 Budget Planning – Curb Snow Removal

## **Adjournment**

**MOTION: to adjourn at 6:56pm- J. Liu, Second by: D. Glennon– APPROVED**

Next Board Meeting is scheduled for Wednesday, 04/11/18