

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
April 11, 2018**

Call to order: 6:01 pm

Present: Mayor Mark Sokolich, Councilman Joseph Cervieri, Councilman Harvey Sohmer, Michael Beyer, Anthony Clores, James Liu, Denis Glennon, Kiky Kim, Kathy Lee, Frank Patti, Romina Starace, Brian Wedlick,

Absent: Ken Bruno, Matthew Breeden, Robert Durando, Ashley Yook

Also Present: Jessica Zampieri, Stuart Koperweis, Mike Maresca

**Adoption of 3.14.18 Minutes**

**MOTION: to accept March Minutes, with corrections as noted —A. Clores, Second by—J. Cervieri**

**ABSTAIN: R. Starace, M. Beyer and B. Wedlick**

**Treasurer's Report**

**M. Beyer** reported March financials. March beginning balance was \$154,716.43. Ending balance was \$124,711.18 \$. CD Balance 9991 is \$155,702.28 and CD Balance 0172 is \$50,898.25. Total liabilities and equity is \$323,334.03

**ACTION: J. Cervieri** suggested the financial reports be changed to show Current Assets - Cash Available in All Accounts, Current and Long Term Liabilities and Tangible Net Worth.

**Presidents Report**

**R. Starace – No report**

**Committee Reports**

*Visual Capital Improvements*

**Landscape - A. Clores** reported he checked with Jim and the trees at the Senior Center are down. Planting will be done May 4<sup>th</sup> & 5<sup>th</sup>.

**Banners - A. Clores** reported the banners at Hudson Lights will be discussed with vendor regarding light pole design and wind concerns. **S. Koperweis** will follow up. We are looking into a sleeve wrap design.

**Marketing- D. Glenon** reported on the Marketing Events Calendar.

***Fashion Week*** - 2 components. 1. Promotions for retail program being run by the BDA from May 7<sup>th</sup> – 12<sup>th</sup>. 2. Fashion Show Event run by the Chamber will be for Thursday, May 10-12<sup>th</sup>, with closing show and party.

**J. Cervieri** reported Hope Rothenberg from Chamber called letting him know that they are \$12k short. J. Cervieri suggested that we, the BDA pays for the event. There was a discussion if this was BDA's responsibility given how this will affect other merchants. R. Starace reported that Dennis, Stuart and herself said from the beginning this was a huge event to pull off, with little time and financing from sponsors.

***Happy Hour*** – Will run from Memorial Day to Labor Day. Restaurants and other retail will promote their individual specials to run during this time. Marketing materials and signing up merchants for this event will be done by the BDA. The theme mentioned was Shop Happy, Eat Happy, Drink Happy, Be Happy.

***Restaurant Week*** – Beginning September 24<sup>th</sup> to run for 1 full week. David Burke and Josh Capone have committed to kick off Restaurant week on September 25<sup>th</sup>. It was discussed to have a 2<sup>nd</sup> restaurant week type of event called Taste of Fort Lee to run January/February 2019. Taste of Fort Lee would be more of a tasting type of event going from restaurant to restaurant with possible cooking demonstrations.

***Fall-O-Ween*** – October 27<sup>th</sup> from 2-5pm. Main Street will be closed from Lemoine to Center for safety and to allow merchants to promote their business. R. Starace suggested a costume parade. There was a discussion about stores participating in Fall-O-Ween to display a pumpkin in their windows and/or decorate their windows for a contest.

**ACTION:** Need to look into Chalk Painters, per Mayor suggestion.

**ACTION:** Stuart will need to get approval from AI for street closure.

***Santa Saturdays*** – December 8<sup>th</sup>, 1 day only for a longer time frame. Santa and Carolers will be at the Sr. Center. Other characters will be walking around the district to help promote retail.

**ACTION:** Jessica to call Sr. Center to secure December 8<sup>th</sup>.

## **Old Business**

### ***Parking Update***

**M. Maresca** reported that the parking is ahead of schedule except for the Post Office. There is a possible setback due to it being redeemed historical and is currently under review.

## **New Business**

### ***Economic Development Strategists, LLC Contract***

**S. Koperweis** – Economic Development Strategists, LLC contract is up. No changes to contract. There was a brief discussion.

**MOTION: to accept Economic Development Strategists, LLC Contract: M. Beyer Second by: F. Patti – APPROVED**

### ***208 Main Street Lease***

**S. Koperweis** – Lease is up with an increase of \$50/month. No changes to contract.

**ACTION:** Jessica to Send contract to R. Starace

**MOTION: to accept 208 Main Street Lease: Mayor Mark Second by: J. Cervieri – APPROVED**

### *Art and Music*

**S. Koperweis** – reported he and the Mayor met with Pat Schiavone from Asbury Park. Pat has been marketing the arts in Asbury Park, NJ. He has helped the artists open galleries by keeping the rent low and having events focused on arts and music. He started this project with 20 businesses and grown to 60. First event attracted 500 people now up to 5,000 people coming to Asbury Park for the art and music events. It was suggested with the theater coming to Fort Lee, maybe this is something we can look into doing.

**Mayor** mentioned a bike share program pilot in Fort Lee. The company is the biggest bike share company in Europe.

### **Adjournment**

**MOTION: to adjourn at 6:59pm-F. Patti, Second by: M. Beyer– APPROVED**

Next Board Meeting is scheduled for Wednesday, 05/9/18