

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

Call to order: 6:10pm

Present: Romina Starace, Michael Beyer, Frank Patti, James Liu, Anthony Clores, Councilman Joseph Cervieri, Kiky Kim, Councilman Harvey Sohmer, Robert Durando, Denis Glennon

Absent: Ken Bruno, Brian Wedlick, Ashley Yook, Kathy Lee, Mayor Mark Sokolich

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

Adoption of 5.9.18 Minutes

MOTION: to accept May Minutes —K. Kim, Second by—A. Clores

Treasurer's Report

M. Beyer reported May financials. May beginning balance: \$101,132.23. Ending balance: \$65,787.15. CD Balance 9991: \$155,702.28 and CD Balance 0172: \$50,898.25. Total liabilities and equity is \$233,403.27. There was a discussion about what financial reports should be reviewed. It was requested that the 2018 budget be attached when monthly reports are sent out. There was also discussion on the State Statute and the SID budget guidelines as information regarding intent to spend all of budget within year. This lead to a conversation on saving money for creating parking within the district.

ACTION: Attach 2018 budget with July financial report. Check CD rates to get higher rate than the current 2.75%

President Report

Governance – Code of Conduct filing

S. Koperweis went over form and reminded all to fill out per auditor instructions. F/U with All.

Committee Reports

Visual Capital Improvements

Planters – A. Clores reported the planters are complete.

Banners – **A. Clores** reported the banners are up and all lights are working. Design Decorators did a test run on a sleeve and wrap banner. A nylon banner was also tested, with no wind the banner will hang. A triangular design is being looked at.

ACTION: It was suggested that any yellow writing be outlined in black or eliminate yellow completely. F/U with options.

Hudson Lights – **A. Clores** reported that signs for Hudson Lights is back on the agenda. If and when Hudson Lights is sold the process could take a long time delaying any improvements. BDA will move forward with the designs and working with the architect to determine what logistically and visually makes sense for signage. It was suggested that after the project is complete and new ownership has been determined to ask for a percentage back for the signage. See below, New Business action item.

Facades – There was a discussion around the new construction from West Fort Lee to Jones Road. S. Koperweis working with M. Maresca to get quotes.

The issues of façade improvements and the BDA role in assisting owners was discussed; as well as one particular address that is not following Sign Committee direction.

ACTION: It was suggested to contact the building owner as it appears the new owners did not address façade. Check old files.

Pruning – **A. Clores** reported that he received a quote from Aero Tree to prune and clean up 130 trees for \$6,800. There are 6 dead trees and the cost to remove and replace is between \$4,200-\$4,800. The arborist POC should be the BDA. **S. Koperweis** will follow up with more quotes.

Marketing

Fashion Week – **D. Glennon** reported the Chamber defied the odds. BDA will be happy to support next year in early planning, sponsorship and migrating the event, though not as co-operators; as there are many issues that need to be clarified.

Happy Hour Summer – has kicked off. Merchants are offering their own promotion's during specific times. Signs are up and social media posts will continue to promote throughout the summer.

Restaurant Week – Kickoff is set for Tuesday, September 25th. David Burke and Josh Capone will be visiting 5 - 10 restaurants within the district. We are looking to partner with OpenTable. There are 10 restaurants in the district that are listed on OpenTable. OpenTable will help promote.

A new component this year is that Artists will be featuring their artwork in participating restaurants. Marketing and press support is currently being scheduled. Looking at Video options. Future plans:

1st quarter of 2019 - Adding a 2nd Restaurant Week calling it the Taste of Fort Lee. Possibly flipping the two event timeframes depending on logistics. Looking into tying the event with Film History with Tour and Dine, tied to the opening of the Barry Moore Theater.

Fall-O-Ween – Extending timeframe around dinnertime to encourage people to go to restaurants after event. Entertainment is being finalized. Main Street will be closed for safety of attendees.

Santa Saturday – Will be held 1 day only this year. Looking to get seasonal characters to stroll throughout the district to help promote the merchants.

Old Business

Parking Update

There was a discussion about parking issues. It was suggested to use BDA funds to buy a parking lot. **R. Starace** reported parking is the not the BDA's responsibly. **G. Gallo** reported the garage should be complete by November. It was suggested to start marking tires to control time in spaces. It was noted that employees of merchants within the district should not be parking on the street; however the merchant owners are not enforcing their own employees. Meter times should also be reviewed to see what is best for area.

Hudson Lights Signage

S. Koperweis noted that the proposal from Gray Anderson Architects for design proofs @ \$25,000 is back on the table, as reported by **A. Clores** above.

MOTION: to accept proposal- J. Cervieri, Second by: K. Kim– APPROVED

New Business

None.

Adjournment

MOTION: to adjourn at 7:10 pm- A. Clores, Second by: R. Durando– APPROVED

Next Board Meeting is scheduled for Wednesday, 07/11/18