

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
May 9, 2018**

**Call to order:** 6:04 pm

Present: Michael Beyer, Councilman Joseph Cervieri, Anthony Clores, Robert Durando, Kiky Kim, Kathy Lee, Frank Patti, Councilman Harvey Sohmer, Mayor Mark Sokolich, Romina Starace

Absent: Ken Bruno, Denis Glennon James Liu, Brian Wedlick, Ashley Yook

Also Present: Jessica Zampieri, Stuart Koperweis, Hope Rothenberg, Mike Maresca

**Adoption of 2.13.18 Minutes**

**MOTION: to accept April Minutes —J. Cervieri, Second by—K. Kim**

**Treasurer's Report**

**M. Beyer** reported April financials. Beginning balance: \$124,711.18 Ending balance: \$101,132.23. CD Balance 9991: \$155,702.28 and CD Balance 0172: \$50,898.25. Total liabilities and equity is \$308,241.06. It was requested that a Profit and Loss sheet be included to show quarterly year to date spent and future allocations, as we do with yearend budget. **Will put together next quarter.**

**Committee Reports**

*Visual Capital Improvements*

**Planters** – **A. Clores** reported the planters were planted on 5/8. Clock will be completed on 5/10. 6 of the 9 trees have come in.

**Banners** – **A. Clores** reported the banners are up and all lights are working. Banners for Hudson Lights is currently being researched. Design is under review with Design Decorators. **S. Koperweis** is following up.

**Marketing-** **S. Koperweis** reported in **D. Glennon's** absence.

**Fashion Week** – Schedule is on track. There are more posters and handouts if anyone wants to take them and put out. The programs will list the Fashion Steels being promoted. On Thursday, City Perch will have Karaoke. Friday, Dance with Me will have open classes. Saturday, breakfast at the Modern, with Fashion Show at 6:00pm; and After Party is being held at Gayeon from 7:30-8. **Hope** gave an update, lighting and 30 vendors were moving in today, May 9<sup>th</sup>. Playbill will be out on 5/10. Big designer coming in from NY who dressed Lady Gaga and will have

entourage of media. Four different artists painted a backdrop for the Fashion Show consisting of a variety of panels. It will need a home after the show. (Possibly use old Metropolitan building) Master Class registration is slow. About 100 tickets have been sold for the fashion show. 50 VIP tickets have been sold.

**Happy Hour Summer** – is being set up. Drink Happy, Eat Happy, Shop Happy, Be Happy. Several merchants have committed to participating. Promoted via signs, posters, lawn signs, social media and billboard.

**Restaurant Week** – Kickoff is set for Tuesday, September 25<sup>th</sup>. David Burke and Josh Capone will be visiting 5 restaurants within the district. Will consider partnering with OpenTable. There are 10 restaurants in the district that are listed on OpenTable. OpenTable will help promote. Need to get more info, then decide.

**Arts Council** – **S. Koperweis** met with members and discussed inviting them to participate by hanging their art in local restaurants during Restaurant Week. Will follow up with details.

## **Old Business**

### *Parking Update*

**M. Maresca** the parking garage is ahead of schedule. The Post Office move is being delayed due to the renderings being reviewed as historical. Should be resolved shortly.

## **New Business**

### **Kiky Jewelers**

**K. Kim** mentioned that his store is celebrating 40-year anniversary.

### **Hudson Lights Signs**

**S. Koperweis** noted that we received 2 proposals from architectural firms. Gray Anderson Co. was deemed best and was selected by the Marketing Committee. The deliverable is brand strategy, creative concepts, multimedia and window graphics. The fee for their services is \$25k. There was a discussion about Hudson Lights being for sale. It was suggested that we wait until the new owners take over and see if they decide to add their own signage with their own budget. This would then save money and can be allocated to other improvement projects. It would be better to partner with the new owners. Consequently, the sign project is now on hold.

### **The Modern**

**S. Koperweis** noted that we are working with The Modern and their team on advertising to residents. They work with Gray Advertising. They will be putting out a high end newsletter magazine in August to all their residents. The BDA will be providing them information on our programs and businesses to be featured in their magazine.

### **National Outdoor Media**

**S. Koperweis** reported billboard contract is up in August. Contract is for \$31,200; which includes 6 changes, over a 13 month period. This will consist of 5 installment payments.

**MOTION: to accept contract —J. Cervieri, Second by—M. Beyer**

### **Modern Business**

**S. Koperweis** reported contact with a promotional TV program called Modern Business with Mike Ditka. Segments would Air on Fox and other station with tree 5 minute scheduled production segments. **S Koperweis** has had several discussions and has a meeting this Friday and will be interviewed to determine if this would fit for the program. The cost is \$19,900 for the full program, including shooting. We would have editorial review and will be able to use all footage. Request for approval pending final interview and review with marketing committee chair.

**MOTION: for tentative approval as noted —J. Cervieri, Second by—F. Patti**

**Daily News – S. Koperweis** mentioned Discover Bergen County would be a great place to promote Fort Lee in an article. The cost is \$2,500.

**MOTION: \$2,500 approval —J. Cervieri, Second by—M. Beyer**

**Other Media** – There was a discussion on where else to promote Fort Lee. Industry Magazine, 201 Magazine, NJ Media, BC Magazine and Bergen Record were suggested as possible outlets and possible split with Chamber to help cover the costs. **Will review.**  
Also billboard needs to be addressed as lettering is not visible. **Will follow up.**

### **Announcement**

**S. Koperweis** noted that there will be retirement gathering party for Bob Durando. His last meeting will be June 13<sup>th</sup>.

**S. Koperweis** mentioned that **J. Zampieri** will be having a book signing of her new book on June 12<sup>th</sup>... all are invited. And that she will be out on maternity leave in August; thus if anyone has any suggestions for temporary worker.

### **Adjournment**

**MOTION: to adjourn at 7:03 pm- F. Patti, Second by: M. Beyer– APPROVED**

**Next Board Meeting is scheduled for Wednesday, 06/13/18**