

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
August 8, 2018**

Call to order: 6:01 pm

Present: Romina Starace, Frank Patti, Anthony Clores, Councilman Joseph Cervieri, Kiky Kim, Councilman Harvey Sohmer, Denis Glennon, Ashley Yook, Kathy Lee

Absent: Ken Bruno, Brian Wedlick, Michael Beyer, James Liu, Mayor Mark Sokolich

Also Present: Stuart Koperweis, Denise Sokolich, Gloria Gallo, Mike Maresca

Adoption of 6.13.18 Minutes

MOTION: to accept June Minutes – A. Clores, Second by – K. Kim

Treasurer's Report

S. Koperweis reported July financials: beginning balance \$87,485.17 and Ending balance of \$15,642.96. CD Balance 9991: \$155,702.28 and CD Balance 0172: -\$500.25. There was a discussion about the -\$500.25. S. Koperweis explained how the report was run year to date and not historical, so came up with the amount and it was corrected. Total liabilities and equity is \$170,844.99.

S. Koperweis reported depositing the Borough check of \$300,000.00 last week.

President Report

R. Starace read the Mission statement she wrote. Everyone liked the statement. Will send to all and add.

J. Cervieri – suggested zoning needs to be looked at and that the 3-6 months on the zoning plan be moved up. **R. Starace & S. Koperweis** said parking will be discussed at next meeting.

Follow Up – Everyone has to prioritize the 4 “buckets” to direct the work plan for 2019 budget and send to S. Koperweis to compile into one worksheet for review.

R. Starace discussed Firehouse fund drive. It was decided not to send a check but notices will be put on website and will encourage individual stores to donate.

Follow Up – S. Koperweis will put notice on website once received.

Committee Reports

Visual Capital Improvements

Pruning – A. Clores reported 6 trees need to be replaced & replanted.

FOLLOW UP – A. Clores will get the location of the 6 trees.

There was a discussion on having the trees on Roman St pruned now.

FOLLOW UP – R. Starace & S. Koperweis will find out how many trees will need to be pruned.

FOLLOW UP – J. Cervieri will get quote from Reliable & D&E for pruning

Clock – There was a discussion on repair of clock, moving control box and breaker. Who is responsible for repair? – It was decided repair work will be discussed at a later date.

FOLLOW UP – A. Clores will get quote for repair work.

Banners – The banner sign design for the lamppost was presented. There was a discussion on the town requirements for the dimensions of the banner. It was brought up that the lamppost specs needs to be given to the town to make sure the attached banners are in compliance with the specs of the lampposts.

FOLLOW UP – SK will get specs for lamppost.

Tree grate – M. Maresca reported that the tree grate will be \$620 each and to energize the Hudson lights for all poles will be \$4,000. M. Maresca was told it would take a month to complete.

FOLLOW UP – M. Maresca will get another quote for new curbs and to get rid of pavers.

The quote M. Maresca received did not include the trees or planting them. There was a suggestion to order the trees at the same time and to increase budget by \$25,000.00

Motion: to increase streetscape budget by \$25,000. – J. Cervieri; second – F. Patti

Discussion was brought up about placement of trees should be on both sides of street; and that the entire section going west should be quoted.

FOLLOW UP – M. Maresca will get new quote block by block so we can incorporate into 2019 budget.

Motion: to rescind budget increase – J. Cervieri, second – F. Patti

Marketing

Happy Hour Summer – will be getting results when program is over.

Restaurant Week – Visiting chefs will be featured in day of event and post video to promote restaurants in Fort Lee.

Artist from the Fort Lee Arts Guild will display their artwork in the participating restaurants. Proceeds of the sale of these artwork will be as followed: 80% to artist, 10% to venue of artwork, and 10% will go to the Guild.

Advertising is both print and digital: Billboard, Edible NJ, Modern Magazine, and the Modern with also do a feature of Ft Lee with Restaurant Week Flyer inserts for the magazine.

Fall-O-Ween – Extended hours to encourage people to go to restaurants. Main Street will be closed for safety of attendees.

Christmas – Seasonal characters for the season.

Old Business

Parking – will be discussed at later date

New Business

2018 Budget – **S. Koperweis** explained the subtotal was incorrect due to a technical error. He explained how it was corrected by removing \$39,860.00 from two line items that are under the 10% threshold for corrections.

There was also a discussion on the uncollected reserve, that this should be removed or moved to capital funds.

Motion: To accept clerical error – Approved **J. Cervieri, second R. Starace**

Adjournment

MOTION: to adjourn at 7:05 pm- F. Patti, Second by: A. Yook– APPROVED

Next Board Meeting is scheduled for Wednesday, 09/12/18