

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
September 12, 2018**

Call to order: 6:03pm

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

Absent: Ken Bruno, Brian Wedlick, James Liu

Also Present: Stuart Koperweis, Hope Rothenberg, Mike Maresca

Adoption of 8.08.18 Minutes

MOTION: to accept August Minutes –J. Cervieri, Second by – A. Clores

Treasurer's Report

M. Beyer reported August financials: beginning balance: \$ 32,862.52 and Ending balance: \$308,212.29. CD Balance 9991: \$155,702.28 and CD Balance 0172: -\$500.25. Total liabilities and equity is \$463,424.58. There was a discussion about the -\$500.25. S. Koperweis explained how Quickbooks came up with the amount and how it was being corrected.

President Report

S. Koperweis introduced Linda Vega, Business Manager for Hudson Lights and Frank D'Antonio. They look forward to working with us and being part of the team.

Work Plan will be discussed at end of meeting. See below.

Committee Reports

Visual Capital Improvements

Trimming Trees – **A. Clores** followed up on quotes received to date

Arrow: Approx. \$ 7,250 D&G \$ 9,750

A. Clores and **S. Koperweis** will follow up on Reliable Quote.

New Trees - There was a discussion regarding tree replacement and new trees. **M. Maresca** stated that the Modern was removing 6 trees and could be used as replacement, as a donation. **A. Clores** will review and see if same. If not we will have to purchase at once. **M. Maresca** also

noted that there 60 tall grasses that need a home as well. It was suggested that they be planted by the Gateway entrances to Fort Lee.

Clock – There was a discussion on repair of clock, moving control box and breaker. Discussed repairing or replacing. Could be between \$ 900 and \$ 2k depending on which way it goes. R. Starace requests a written quote.

A. Clores getting quote and having it emailed

MOTION: F. Patti, Second M. Beyer to fix clock by October 15th in the amount not to exceed \$2,000. APPROVED.

Fall Decorating- A. Clores reported that the planters need to be changed to mums. Will also follow up with Susan and Jim regarding installation of corn husks around poles. All should be done by the 15th.

Discussion about putting window baskets on facades on 2nd floor. It was decided not to do this.

Marketing

Happy Hour Summer – D. Glennon went over assessments and results and lessons learned. Reported 80% of 23 stores had positive results. Overall a great promotion. Suggested BDA consider offering additional amenities to attract traffic for each month. Such as media coverage beginning of every month. Feature specific promotions on social media by outlet.

Restaurant Week – Visiting chefs will be featured in “pre-video” and event video to promote Fort Lee restaurants.

Artist from the **Fort Lee Artist 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 on Rt. 46, Edible NJ Magazine, and the Modern with a feature Fort Lee and Restaurant inserts for the magazine, and NY Waterway.

Fall-O-Ween – Extended store hours to encourage people to go to restaurants. Main Street will be closed for safety of attendees. All signage for this event should be launched the beginning of October.

Christmas – Santa Saturday Dec. 8th. Seasonal carolers on the street as well as at location

General comments regarding for us to review return on investment-cost benefits. Suggestions were made to perhaps look into hiring a firm to assist.

A discussion was had about perhaps putting together another type of Restaurant Week in the Winter. Suggestions of calling it “Taste of Fort Lee”, having a ticketed event, **D. Glennon** advised if we decide to do this in 2020, advertising needs to begin in the 1st qt. of 2019.

Old Business:

R. Starace reviewed issue of old Metropolitan plant site and suggested that we cover up windows with some type of vinyl cling. Will follow up with M. Beyer; he is waiting on quotes (also waiting on quotes to take building down).

Need a resolution in approx. 1 month.

Continue to work on improving areas on West end of Main St.

Work Plan:

S. Koperweis- A capital fund has been created to allow for ongoing capital investments. Need to establish 2019 work plan. We have roughly \$ 615,000 from the assessment plus \$155,000 in CD, for a total of \$770,000 (plus any pending carry over from 2018, TBD).

Clean Team- Look into weekend service. Obtain quote to increase Contract. No doggie bags to be installed.

Initiate Zoning Change on Main Street- However, the BDA is not responsible for it but will support it. Zoning Board to handle. BDA will write a letter to Mayor and Council requesting a study be made.

Mayor Sokolich-Spoke about the **Citi (type) Bike/Zip Car options** in town. A couple companies will discuss further after park is constructed. It is all paid for by their company. BDA supports it.

All agreed a Stakeholder meeting was not necessary in order to update them on major construction projects in the district. All information is accessible.

A. Yook invited members of BDA to attend an event the Korean American Association is hosting on 10/17/18. (Same date as Modern shoot). Some members will try to attend and send information on BDA.

New Business:

None.

Adjournment

MOTION: to adjourn at 7:28 pm- F. Patti Second by: D. Glennon– APPROVED

Next Board Meeting is scheduled for Wednesday, 10/10/18