

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
November 07, 2018**

Call to order: 6:10pm

Present: Anthony Clores, Councilman Joseph Cervieri, Kiky Kim, Councilman Harvey Sohmer, Denis Glennon, Ashley Yook, James Liu, Brian Wedlick

Conferenced in via phone for part of meeting was Frank Patti

Absent: Ken Bruno, Romina Starace, Kathy Lee, Mayor Mark Sokolich, Michael Beyer

Also Present: Stuart Koperweis, Denise Sokolich, Mike Maresca

**Adoption of 10-10-18 Minutes**

**MOTION: to accept October Minutes –H. Sohmer, Second by – A. Clores**

**Treasurer's Report**

**S. Koperweis** reported October financials: beginning balance: \$ 272,358.94 and Ending balance: \$ 220,793.16 CD Balance 9991: \$155,702.28. Total liabilities and equity is \$376,494.44. A mention was made about the \$ 10.26 that remains open in AP. **We will remove.**

**President Report**

**R. Starace-** N/A

**Committee Reports**

***Visual Capital Improvements***

**Fall Decor-** All decorations are up and have been expanded this year to increase coverage – Hudson Street, Lemoine and Center. The owner of the property with the Bank of NJ feels she should have more decorations in the front the Bank. **M. Maresca** will look into directly and speak with her. The invoice for Metro.Plant came in with a significant error. They have adjusted and sent new invoice out.

**New Trees/Trimming– A. Clores** advised that the trees that are on order are still delayed due to the excessive amount of rain we have had. **Company does guarantee the trees.** A suggestion was made for next year, perhaps to light the trees. **All agreed we would discuss further at Visual Committee Meeting.** All the trees in district were trimmed, was a little more difficult due to height of some trees.

## ***Marketing***

**Hudson Lights Signage- D. Glennon** Waiting on date to be confirmed for next meeting with Gray Anderson. Should have more information at next meeting.

**Restaurant Week – D. Glennon-** Detailed analysis looks good. All should review it and we will go over at next meeting. Also we should start looking into 1<sup>st</sup> QT Rest. Event.

**Fall-O-Ween** – Event cancelled this year due to rain. Next year we will work on contingency plan. Some questions pertaining to how much we lost on this event with deposits. **S. Koperweis** reported approx. \$ 1,300. We do have a box of Smarites Candies that was donated to us, which we will use at Santa Saturday event.

**Christmas** – Santa Saturday Dec. 8th. Seasonal carolers on the street as well as at location. Carolers will also be around the following Saturday, December 15<sup>th</sup> to create a seasonal shopping atmosphere. We encourage stores to offer promotions in house during this time.

**A. Yook** would like to have A Korean choir during holiday season along with carolers. She will get information and forward to BDA.

**M. Maresca** suggested having holiday music playing on the streets beginning next year. He will look into this year as far as cost involved and give us info to put in budget before end of year. Will work with B. Wedlick on cost and licensing royalty fees.

**Marketing Meeting** – A meeting is set for November 28<sup>th</sup> at 4pm Borough Hall. All are invited to attend. **S. Koperweis** will put together agenda.

**Nominating Committee- S. Koperweis** will send out notice on 11/8/18 advising all of the Annual Meeting set for December 12, 2018. Committee will meet prior to next meeting to review expiring terms and recommendations for officers. Will put together an attendance record.

## **Old Business:**

**Parking- M. Maresca-** reported the outside parking (approx.280 spots) should be done before the holiday, Nov. 16th-19<sup>th</sup>. All agreed there will be **no metered parking reinforced until** after the holidays.

**M. Beyer's** building came up briefly. Mention was made that they were painting windows today. **S. Koperweis** mentioned he believes there is someone interested. If it is not bought he believes the plan is to knock down.

**2019 Budget- S. Koperweis** went over line by line. Explained to all that we will be adjusting how we will breakdown event marketing categories going forward.

Discussed how advertising for specific events would now fall under the event specific category. Marketing will only be "Marketing" NOT Marketing & Advertising combined. Maintenance Category increasing due to the fact that we would like to have weekend cleaning services during the summer. **S. Koperweis** to get final quote.

Discussed adding funding for Visual Capital Improvements for Hudson Lights Artwork & west end of Main Street for streetscape work. Also moved fall-o-ween decorations to Visual Capital Improvements. **S. Koperweis** asked that everyone review and ask questions regarding budget so we can address issues/concerns by Dec. 12th.

**S. Koperweis** will look into error in Management total and correct.

### **New Business:**

**M. Maresca**- reported there will be traffic on Main St. There is a sewer main break on John St-Fletcher St.

### **Adjournment**

**MOTION: to adjourn at 7:11 pm- A. Clores Second by: J. Cervieri– APPROVED**

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