

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
October 10, 2018**

Call to order: 6:04pm

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, Brian Wedlick

Absent: Ken Bruno

Also Present: Stuart Koperweis, Denise Sokolich, Mike Maresca

Adoption of 9-12-18 Minutes

MOTION: to accept September Minutes –F. Patti, Second by – K. Kim

Treasurer’s Report

M. Beyer reported September financials: beginning balance: \$ 321,742.79 and Ending balance: \$ 270,279.04 CD Balance 9991: \$155,702.28. Total liabilities and equity is \$426,231.32.

President Report

S. Koperweis will email: New mission plan, new work plan, new mission statement to all on 10/11/18 (On mission statement, change 2nd sentence where it says “who works” to “working”)

Committee Membership we will start sharing with entire board about committee meetings so all are informed and have opportunity to get more involved. Regarding membership, the board should review those interested in participating and then send formal request.

Work Plan will be discussed throughout the meeting. See Below.

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.

New Trees – **A. Clores** advised that the trees that are on order have been delayed a bit due to the excessive amount of rain we have had. Dirt needs to dry before they can be dug up. Also a mention was made about the tree that was knocked down by the car accident that must also be replaced.

Clock – There was a quote that was already approved at the last meeting for \$2k to repair/replace motors from Dynamic, in addition **A. Clores** advised there is also a \$ 300 invoice for originally troubleshooting the clock.

MOTION: A. Clores, Second F. Patti to pay the \$ 300 invoice for troubleshooting the clock

Marketing

Hudson Lights Signage- D. Glennon went over the meeting with **Gray Anderson** and explained how the “Sign” is now referred to as “Art Installation” and it would be located in the Hudson Lights Park. All of our ideas were delivered via email to Gray Anderson and we are waiting on them to come back with more concepts/ideas. We will be ready to present to everyone once all concepts are down, probably late November/December.

Restaurant Week – A brief discussion was had on having a “Taste of Fort Lee’ next year. **S. Koperweis** said we will go over at our next Marketing Meeting.

Fall-O-Ween – Extended store hours to encourage people to go to restaurants. Main Street will be closed for safety of attendees from 1pm-6pm. Discussed logistics with **M. Maresca** (chairs/tables/power). BDA will be supplying businesses with tips on what they can do to further promote their businesses. Candy will be supplied to all businesses on Main St. BDA will have tent set up around 1pm.

Christmas – Santa Saturday Dec. 8th. Seasonal carolers on the street as well as at location. Carolers will also be around the following Saturday to create a seasonal shopping atmosphere.

Old Business:

Streetscape- Pavers need to be fixed. Need to start next summer. **M. Maresca** will start getting quotes to do West end of Main Street, block by block. Will allocate funding for 2019 Capital Improvements. Continue to work on improving areas on West end of Main St.

New Business:

Nominating Committee- **A. Yook/A. Clores** are the committee. Member terms that are up: **F. Patti, D. Glennon, B. Wedlick, K. Kim. S. Koperweis will set up date.**

Sponsorship KAAFL Event: S. Koperweis shared invitation with everyone as well as explained the partnership we have in getting translations from them of our programs; and all agreed BDA should show support.

MOTION: A. Yook, Second M. Sokolich

\$250 sponsorship and \$ 750 towards services rendered (\$1,000 total)

2019 Budget: A brief discussion was had about last year's assessment from property owners.

M. Sokolich mentioned we should keep tax payers in mind, yet at the same time commit to have capital improvements to show brick and mortar evidence. **S. Koperweis** will email 2019 budget.

Adjournment

MOTION: to adjourn at 7:15 pm- A. Yook Second by: M. Beyer– APPROVED

Due to scheduling conflicts for next month meeting it was agreed to reschedule.

Next Board Meeting is scheduled for Wednesday, 11/7/18