

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
April 10, 2019**

Call to order: 6:06pm

Present: Councilman Joseph Cervieri, Councilman Harvey Sohmer, James Liu, D. Glennon, Michael Beyer, Kathy Lee, Kiky Kim

Absent: Ken Bruno, Ken Sagrastano, Mayor Mark Sokolich, Romina Starace, Brian Wedlick, Ashley Yook

Also Present: Stuart Koperweis, Natalie Chape', Peter C Ha, Eunju Hong

Conferenced in via phone: Frank Patti, Anthony Clores

Adoption of March Minutes – K. Kim, Second by – J. Cervieri

Treasurer's Report

M. Beyer reported March financials: beginning balance \$ 53,550.70 and Ending balance \$ 321,980.92; CD #9991 Balance \$ 158,626.19. Total liabilities and equity is \$ 480,607.87. Pointed out the assessment check was deposited in the month of March for \$ 314,058.85.

MOTION to accept Treasurer's Report: K. Kim, Second by: J. Cervieri

President Report

R. Starace- Not Present at today's meeting. S. Koperweis informed Board of the passing of her Mother in Law.

Visual Capital Improvements

S. Koperweis met with Banner Company, Design Decorators regarding Hudson Lights pole banners. They are going to put on hold for now and possibly redo them, using the concept of "BE Fort Lee" signage. This may be done by perhaps putting a sleeve on the poles at Hudson Lights, still not sure.

Holiday Lights: We are looking to change out the old garland and use a variety of bigger balls on new garland plus increase size of lights to C9's. Will be getting quote. **T. Clores** asked if there are other quotes from other companies. **S. Koperweis** reported that we are waiting to see what exactly DD gives us so we can then compare apples to apples.

S. Koperweis mentioned the old Metropolitan Building, suggested we put banners on the windows for all holidays/seasons and or hang holiday balls/decorations. **M. Beyer** Ok'd as long as he still owns the building at the time. **S. Koperweis** will get proposal for this.

Conversation also came up around what to do with the wooden telephone poles that are in horrific condition. It was suggested to wait and see after the new streetscape work is complete.

Marketing

Frosty Hour- D. Glennon reported we received very good feedback. *Lesson learned:* we need to increase the value of the promotion to help support activity and because it is winter, we need to get people out and about.

Chic Week- is May 6-11th. About 30 stores signed up for the special promotions to be marketed/advertised by the BDA. In addition, five locations will put on their own Trunk show (see below) at their stores in addition to their weekly promotion. **D. Glennon** pointed out the BDA is simply providing support and enabling via social media outlets for the “shows”. The stores are in charge of coordinating their own events.

Trunk Show- Organized by **A. Yook** with the support of the BDA. 4 days of individual promotions on our website and social media outlets. The following stores will have their own “show” at their stores, using their own product and models. BDA will reimburse for food and beverages up to \$ 300.00

- *Kiky
- *See Saw
- *Cosmo's
- *Morado
- *Kuun

MOTION to accept up to \$ 300 food/beverage reimbursement for stores participating in Trunk Show: A. Clores, Second by- J. Liu

D. Glennon reported all upcoming events

- *Summer Happy Hour (thru summer)
- * Restaurant Week (September)
- *Falloween (October)
- *Santa Saturday (December)

D. Glennon and S. Koperweis discussed new cross promotion, “**Discount Card**”. This is designed to drive more business to the retailers from the restaurants. You receive a card at a participating restaurant(s) and can then take, along with receipt, to any participating retailer(s) towards a 10% discount on select items. **We will monitor the program over the summer and then review for fall/holiday.**

Old Business:

Little League Banners have been secured and will be up for season.

Parking Update-H. Sohmer- Parking garage will be open by the end of the month. Linear Building has just been Ok'd, hopefully done within the next 12 months.

Budget: S. Koperweis reminded hearing is scheduled for April 11, 2019 (tomorrow 7pm).

Streetscape- S. Koperweis, R. Starace, M. Maresca walked the District with two companies and have both proposals for streetscape work from Fletcher to the border of Leonia.

Proposal # 1 \$ 274,000

Proposal #2 \$ 227,000 (Reggio- DPW recommends)

These prices do not include brick pavers or permits. All agreed we should go with the DPW's recommendation.

MOTION not to exceed \$230,000 on streetscape "as specified": J. Cervieri, Second by-J. Liu

S. Koperweis Reported work should be completed by mid-August, latest.

New Business:

Direct Development: Contract is up for renewal. **D. Glennon** reported fee will increase to \$ 4,100 per month. We will increase advertising spending based on success. This will include more involvement in Social Media. There is also a new clause in contract that states we will reconcile hours on a Quarterly basis and credit to account will be applied if need be depending on hours used or overages.

MOTION to accept new contract for Direct Development: D. Glennon, Second by-J. Cervieri

Guest Peter C Ha and Eunju Hong attended meeting to discuss wanting to donate recycling bins to DPW to be placed on Main Street near the new park. Board agreed as long as we can coordinate with the Borough, they are ok with it.

Peter C Ha, **owner of 215 Main Street** suggested that the BDA assist in directing attention to the back entrances of the buildings on Main Street. He would like for shoppers who come out of the parking deck to see their stores from behind. **S. Koperweis** advised we can help with signage, wreaths, etc. Board agreed once construction is complete we can sit down and talk again.

J. Cervieri advised at last work session, Mayor and Council requested increased zoning of FAR.

Adjournment

MOTION: to adjourn at 6:38pm J. Cervieri Second by: J. Liu APPROVED

Next Board Meeting is scheduled for Wednesday, May 8, 2019