

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
February 13, Rescheduled to Feb. 21, 2019**

Call to order: 6:03pm

Present: Councilman Joseph Cervieri, Kiky Kim, Councilman Harvey Sohmer, James Liu, Michael Beyer, Romina Starace, Ken Bruno, D. Glennon

Absent: Mayor Mark Sokolich, Kathy Lee, Ashley Yook, Brian Wedlick, Frank Patti

Also Present: Stuart Koperweis, Natalie Chape', Mike Maresca

Conferenced in via phone: Anthony Clores

Adoption of January 2019 Minutes

MOTION: to accept January Minutes –T. Clores, Second by – M. Beyer

- **Correction: T. Clores pointed out he abstained on the Motion in January Meeting to accept \$ 1,000 Sponsorship for Lunar New Year Donation.**

Treasurer's Report

M. Beyer reported January financials: beginning balance - \$ 151,981.33 and Ending balance - \$ 48,289.71; CD #9991 Balance - \$ 158,626.19. Total liabilities and equity is \$ 219,655.70. **N. Chape'** informed the Board all steps have been taken to remove the \$-076 from AP, however being that it still appears due to glitch, the accountant advised they will remove during audit.

President Report

R. Starace- Mentioned the Fort Lee Today Ad that goes out couple times a year. BDA does not have an advertising in it. **S. Koperweis** will follow up and so we are in the next printed run.

Committee Reports

Visual Capital Improvements

T. Clores advised Jim did cleaned up some of the trees, but there are more to be done; he also cleaned up around the clock. **R. Starace** advised we need to set up meeting to go over decorations for Holiday 2019. **T. Clores** will not be back until May 2019. That would be too late in the year, a meeting should be set up in March. **S. Koperweis** will look into Design Decorators (same company we currently use.) **T. Clores** mentioned we should get a quote from a different company as well.

Marketing

Frosty Hour- D. Glennon- noted program is running thru 3/22. So far we have very good participation. He also made mention of all other events coming up and the dates: Following Frosty Hour will be Chic week, followed by Summer HH, followed by Restaurant Week, then Falloween and ending with Santa Saturday. We are currently matching events with social outlets using, Best of NJ, Boozy Burbs, Edible Jersey, Fios 1, NY Waterway, NJM, No. Jersey Media. This will increase Social Media presence.

Signage/Branding- D. Glennon advised we are making progress on this. We met with Gray Andersen right before this meeting and we are on the next phase of this. We will be able to discuss more at our next meeting.

Modern Business Video-S. Koperweis Video done, scheduled flight is March / April.

Old Business:

Parking Update-M. Maresca- advised elevator finally came in. They are currently working on it. Maybe done in about 3 weeks. Parking deck will be opening with just one elevator. He also advised all \$\$ for contractor is being held at the moment. BDA office should be ready in about 18 months.

Streetscape- M. Maresca gave quotes and photos of streets to **S. Koperweis** to make copies and **S. Koperweis** will break everything down send to Board.

New Business:

My Town Agreement- S. Koperweis went over proposal. Same program as last year.

MOTION: to accept My Town Proposal – J. Cervieri, Second by-M. Beyer

Budget- H. Sohmer advised introduction of Budget was made and the hearing is scheduled for 4/11/19.

Adjournment

MOTION: to adjourn at 6:25pm R. Starace Second by: J. Liu APPROVED

Next Board Meeting is scheduled for Wednesday, March 13, 2019