

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
January 09, 2019**

Call to order: 6:02pm

Present: Councilman Joseph Cervieri, Kiky Kim, Councilman Harvey Sohmer, Ashley Yook, James Liu, Brian Wedlick, Michael Beyer, Frank Patti, Romina Starace, Kathy Lee

Absent: Ken Bruno, Mayor Mark Sokolich, Denis Glennon

Also Present: Stuart Koperweis, Natalie Chape, Hope Rothenberg, Gloria Gallo

Conferenced in via phone: Anthony Clores

**Adoption of December 2018 Minutes**

**MOTION: to accept December Minutes –F. Patti, Second by – J. Liu**

**Treasurer's Report**

**M. Beyer** reported December financials: beginning balance: \$ 199,787.78 and Ending balance: \$ 96,959.08 CD Balance 9991: \$ 112,941.92. Total liabilities and equity is \$ 271,568.11. A mention was made about the \$ 250 that is open in AP. We will look into -0.76 in AP.

**R. Starace** asked about the Cd. When does it expire and what is the interest rate. **N. Chape'** will give her account number and she will get info from bank.

**President Report**

**R. Starace-** N/A

**Committee Reports**

*Visual Capital Improvements*

**R. Starace:** spoke to Theresa of Design Decorators regarding upgrading décor for next year, she sent her some photos as samples, Theresa will get back to her. **R. Starace** will forward BDA email of this conversation. **S. Koperweis** will follow up with DD on visit/review for March.

*Marketing*

**Frosty Hour- R. Starace:** Spoke briefly about Frosty Hour Promotion. She mentioned that 28 stores have signed on as of yet, should go up to about 35.

**S. Koperweis** made mention that we may be adding 2 or 3 new marketing outlets. **Will have more info. After Marketing Meeting 1/10/19.**

### **Old Business:**

**G. Gallo** reported garage looks almost done, problem is elevators are still not in. Vendor says it could take up to 6-8 weeks (MAYBE). Concrete needs to also be redone, stripping, painting, etc. Reported not ready to open not even partially. Also no new word on the new coffee shop or dry cleaners going in there.

**S. Koperweis** sent zoning letter out, J. Cervieri said it is good to go to Mayor and Council, **S. Koperweis to change date.**

### **New Business:**

**Budget: S. Koperweis** spoke to Borough, Budget will be introduced at the February 7<sup>th</sup> meeting, and the hearing will take place one month later, March 14<sup>th</sup>. He reported he will be away for the 7<sup>th</sup> and may need coverage.

**K. Kim** mentioned he would like to discuss reserving 16 spots where the old post office is. After some discussion, it was concluded that would not be possible.

**J. Cervieri** mentioned the Lunar New Year event at the Library on Feb, 2<sup>nd</sup>. Last year we sponsored \$600. Discuss on how we partner well together and agreed to sponsor \$ 1,000.

**MOTION: to accept \$ 1,000 sponsorship – F. Patti, Second by-R. Starace**

**K. Kim** spoke about BDA surveying businesses regarding effectiveness of programs. **S. Koperweis**, mentioned we do go around and speak to all business and we have reports from MY Town, which have been circulated. **K. Kim** also mentioned he feels that we are isolating programs to be more driven towards supporting restaurants. He also mentioned there are other businesses that have expressed to him that they are not happy with the programs, however, he did not say who. He will speak to them and see if they would like to come forward and attend a meeting. Board noted that as these are open Board meetings they should be encouraged to attend.

BDA would like/needs to hear honest feedback from everyone in district. It is the only way we will know how to improve programs or come up with new ones to fit everyone. **K. Kim** did mention we should speak to Baggio's, he was one of the businesses that seemed to be unhappy. **S. Koperweis** mentioned he goes in there often and he always seems happy with the programs, but he will follow up with him.

There was discussion on potential Chic Week regarding Fashion shows in individual stores. **S. Koperweis** will follow up with Ashley regarding setting this up.

Will also **update business listings** and map for future use.

### **Adjournment**

**MOTION: to adjourn at 6:55 pm J. Liu Second by: F. Patti APPROVED**  
**Next Board Meeting is scheduled for Wednesday, February 13, 2019**