

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
March 13, 2019**

Call to order: 6:05pm

Present: Councilman Joseph Cervieri, Councilman Harvey Sohmer, James Liu, Romina Starace, D. Glennon, Ken Sagrastano, Ashley Yook

Absent: Mayor Mark Sokolich, Kathy Lee, Brian Wedlick, Michael Beyer, Anthony Clores, Kiky Kim, Ken Bruno,

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

Conferenced in via phone: Frank Patti

Adoption of February 2019 Minutes

MOTION: to accept February Minutes –J. Liu, Second by – R. Starace

Treasurer's Report

S. Koperweis reported February financials: beginning balance \$ 102,610.69 and Ending balance \$ 40,636.30; CD #9991 Balance \$ 158,626.19. Total liabilities and equity is \$ 199,262.49. **S. Koperweis** also informed board that assessment check in the amount of \$ 314,058.85 was deposited into Account on March 5th and will appear on next month's F/S.

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

President Report

R. Starace- Mentioned she received a phone call from **Mike Osso (President of Little League)** asking us if BDA would be interested in putting a Banner over 1st Base at the American Little League Field. All agreed this would be a great advertising venue for us to promote our yearly events. **R. Starace** will follow up with to get more specific information such as, size and exact cost). A suggestion was also made to put another banner at the refreshment stand. **She will have Little League president email S. Koperweis with details on this.**

**MOTION to accept putting Banner(s) at American Little League & National Fields
J. Cervieri, Second by- J. Liu**

Visual Capital Improvements

S. Koperweis advised that Hudson Lights is moving forward and we are currently waiting for final version of the new signage project. **D. Glennon** advised we will be better prepared to present signage at our next Board meeting.

Holiday Lights: Currently seeking new quotes along with product line. **S. Koperweis** and **R. Starace** will meet with current vendor and report back with new quotes for upcoming Spring and Holiday season. Once we have quotes we will seek options from other vendors.

Plantings: James has removed trees and is getting ready for spring.

Marketing

Chic Week- is scheduled for May 6-11th. 2-3 locations will put on their own Trunk show at their stores. **D. Glennon** pointed out the BDA is simply providing support and enabling via social outlets. The stores are in charge of coordinating their own events. We will also provide them with appetizers from restaurants within district. **Need to determine budget.**

Old Business:

Parking Update-M. Maresca- advised should be done 2nd or 3rd week of April.

Streetscape- S. Koperweis advised if we did entire streetscape from Center-Blvd., both sides of the streets we are looking at \$ 700k, however, we only have \$ 400k budgeted for streetscape. **S. Koperweis** and **M. Maresca** will meet with companies this coming week to do a walk thru of what sections will be done, and determine what can be done to fall within budget. This project must be done while school is out. **We will discuss allocating funds during our next meeting.**

Budget: S. Koperweis reminded that the hearing is scheduled for April 11, 2019.

New Business:

Direct Development: They are scheduled to attend next meeting

Economic Development Strategists, LLC Contract is up and new one has been presented. No increase. Same as last year.

MOTION to accept new contract for EDS: J. Cervieri, Second by D. Glennon

H. Rothenberg made mention of fundraiser for Fire event taking place on Thursday, March 14th at the Sedona Tap House in Cliffside Park from 6pm-8pm.

Adjournment

MOTION: to adjourn at 6:39pm H. Sohmer Second by: J. Liu APPROVED
Next Board Meeting is scheduled for Wednesday, April 10, 2019