

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
June 12, 2019**

Call to order: 6:07pm

Present: Councilman Joe Cervieri, Councilman Harvey Sohmer, Michael Beyer, Ken Bruno, A. Clores, Aurin Disla, D. Glennon, Kiky Kim, Kathy Lee, Romina Starace, Ashley Yook

Absent: Mayor Mark Sokolich, James Liu, F. Patti

Also Present: Stuart Koperweis, Natalie Chape', Denise Sokolich,

Adoption of May Minutes

MOTION: M. Beyer, Second D. Glennon; J. Cervieri and K. Bruno Abstained - Approved

Treasurer's Report

M. Beyer reported May financials: beginning balance \$ 289,563.89 and Ending balance \$ 239,036.97; CD #9991 Balance \$ 158,626.19. Total liabilities and equity is \$ 397,663.16.

President Report

N/A

Committee Reports

Visual Capital Improvements

Holiday Lights: S. Koperweis reported we are upgrading our holiday lights. We are going from C 7 to C9 bulbs (bigger. Brighter) and increasing the size of the holiday balls. There is a slight increase from \$24k to \$ 27k.

**MOTION: to accept proposal from Design Decorators for upgrade for Holiday Lights:
M. Beyer, Second by: J. Cervieri**

Plantings: A. Clores reported all plants are in and paid for. He also made mention he has asked the Town for permission for us to plant a few plants/wildflowers near new parking deck. Jim will take care of running hose from post office to water them.

Marketing

Hudson Lights New BE Fort Lee “Iconic” Sign- **D. Glennon** revealed the new iconic signage using a powerpoint presentation. Dennis explained how we came up with the “BE Fort Lee” tag line. He stated how we want it to convey a sense of pride and inspirational. He demonstrated different options such as a cube with photos and a flat panel with photos. **S. Koperweis** went over pricing and phases of how it will be implemented. The entire project is estimated to cost approx... \$500,000 over the next several years. Sizing and measurements are not exactly decided as of yet, but it is the next step. As of today, we want to ensure everyone was in agreement with the “BE Fort Lee” concept. Everyone is on board with it. Now we will move on to the next phase of selecting a vendor for fabrication.

Events

Happy Hour: D. Glennon reported over 40 stores signed up and we have a lot of social media presence.

Restaurant Week: S. Koperweis- explained we will be doing a little different this year. We will be working with Chef David Burke at Ventanas. There will be a few celebrity chefs (David’s Choice) available for Q&A during a cocktail reception all at Ventanas. We will select 4 restaurants to participate. This will be a ticketed event and all proceeds to go to a charity of our choice. There will be 2 seating’s with 2 restaurants at each seating. (6pm & 8pm) Tickets will be \$ 75 each and include 1 drink at bar. We plan on having great press coverage.

Old Business:

Parking - K. Kim reported that people are still illegally parking in the post office and he is asking for the BDA to help in communicating the message to people that they cannot park there or they will be towed. After some discussion regarding this issue, all agreed, BDA cannot be of assistance in this matter as the post office is private property; and if they have an issue with the parking they will have to deal with it on their own.

Streetscape- S. Koperweis-went over ordinance that needs to be created and how the state statute and our ordinance require us to follow the open public bidding laws. Consequently, we met with borough engineers and the project is now in the millions. We cannot go forward with this as of now. Will look into other options.

Adjournment

MOTION: to adjourn at 6:51 pm K. Bruno, Second by: M. Beyer APPROVED

It was agreed to cancel the July meeting for summer.

Next Board Meeting is Wednesday August 14, 2019