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Santa and Elves with children in Belmont Library (Dec. 2011)



Joaquin Phoenix movie shot on Hughes Avenue (Feb. 2012)

**COMPTROLLER JOHN LIU VISITS THE BID**

On Thursday, February 2, NYC Comptroller John Liu visited Belmont and toured the neighborhood with several members of the BDMA's Board of Directors including Frank Franz, James Izzo and Jerome Raguso.

Comptroller Liu was shown the new BDMA offices and spoke to several merchants during his walk around the community. Additionally, a small luncheon was held at Antonio's Trattoria at which a frank discussion took place between Mr. Liu and BDMA members concerning the needs of the business community. Mr. Liu was notably impressed with the BDMA and pledged to use his office to assist us in accomplishing our major goals. He made it clear that we have a "friend" in the Comptroller's Office.

Comptroller Liu was also most grateful that the BDMA remembered his birthday as he was presented with a birthday cake during the luncheon at Antonio's Trattoria.




- Test Parking Program piloted in Belmont
- BDMA ready to open new office.
- Tree Lighting in Ciccarone Park
- 2012 BDMA-Sponsored Calendar Successful
- BDMA Offers free legal advice to members

**Belmont District Management Association (BDMA)**  
**Winter 2012 Newsletter**

**HOLIDAY LIGHTING**

Holiday lighting has become more and more extensive and sophisticated throughout the city over the last decade. It creates a lot of good feeling and good will at a time of the year when many businesses earn their greatest profits. As such the BDMA decided to upgrade and expand their approach to holiday lighting in 2011 with newer and more extensive lighting concepts than have ever been used in this community. Custom made "Welcome to Little Italy" signs were placed on Fordham Road and Southern Boulevard. Illuminated, "Tiffany" style snow flakes were placed at the major intersections: Fordham Road and Arthur Avenue, Arthur Avenue and East 187th Street, and East 187th Street at Bishop Pernicone Plaza. Illuminated arches or stars were placed on every block throughout the main commercial shopping areas. The bright white LED design presented a bright, clean, uniform approach helping to define a united community. We received many compliments directly from residents and tourists alike, as well as many indirect compliments from our merchants who relayed to us all the compliments they received from their customers. The fact that we greatly expanded our lighting program when other neighborhoods cut back due to the recession made our community stand out even more and helped portray a feeling of good will and prosperity.



**CALENDAR**

The Arthur Avenue Calendar we printed last year was in such demand that we decided to do it again. 10,000 calendars were printed and all were distributed. The calendars featured businesses that paid for their own advertising on a first come basis. Whether your business was featured in this calendar or not, they will certainly help bring more customers to our community which will benefit us all.

**TREE LIGHTING**

The BDMA sponsored its first annual tree lighting on 12/3/11 in Ciccarone Park on Arthur Avenue. We erected perhaps the largest tree on public property in the Bronx (16 feet) and sponsored a party for residents and visitors who wished to attend. Cookies and hot chocolate, purchased from every pastry shop in the community, were served to over 500 adults and children alike by Santa's elves. A Santa Claus was also in attendance passing out candy canes and taking pictures with adults and children alike. Carolers and a DJ provided entertainment for this 6 hour, outdoor affair. Local TV and newspapers covered the story in addition to almost a full page of coverage in the New York Daily News. The free press was well worth the expense of the event.



**OTHER HOLIDAY EVENTS**

The BDMA also sponsored two outdoor mini-concerts. Two different acapella singing groups were engaged to perform at various key locations throughout the community during the holidays. One event was held during the day and one in the evening. Both events had some local press and TV coverage and were well received by the community with small crowds gathering around them every place they went. We also supplied a Santa Claus and elves to stroll the entire business district for several hours a day the entire week before Christmas. They were so busy that they posed for hundreds of pictures and passed out over 4000 candy canes.



**NEW OFFICE**

The BDMA has rented a permanent office on the second floor of 602 East 187th Street. We expect to be moving there by the end of February and invite all to come and visit us. Feel free to call us first at 718 294-8259 (718 BX-ITALY) and make sure we are in.

**TEST PARKING PROGRAM**

The Department of Transportation is using our community to conduct a test parking program. It is the first of its kind to be done in New York City. The first phase includes placing sensors in the street that will be able to determine where parking spaces are available. An application will be available on I-Phones to tell you where the available spaces are located. It is anticipated that this will eventually help reduce the number of cars that constantly circle to find a spot thus reducing traffic congestion. This is just the first phase and if it is successful the program will be expanded to eventually include such amenities as illuminated signs on the street directing motorists to available parking. In either case, the fact that we were chosen for this test indicates that the city recognizes the parking/traffic problem in our community and is willing to work with us to help resolve it. It will also get us some free press and show our customers that we moving into the 21st century to make visiting Belmont as pleasant an experience as possible.



*Photo of new sensor imbedded in street pavement.*

**FLYERS**



The BDMA is printing flyers to be distributed at the Bronx Zoo and the New York Botanical Garden to encourage their visitors to shop in Belmont either before or after their next visit to the Zoo or Garden. These institutions receive millions of visitors every year, many of whom are in our key demographic. Getting just one percent of their customers to come to Belmont would mean 30,000 more customers a year assuming no repeat business, which is unlikely.

**BDMA OFFERS FREE LEGAL CONSULTATIONS**

The BDMA is pleased to announce that we are now offering FREE legal consultation to all of our members. Effective immediately, BDMA Corporate Counsel Harry Hertzberg, Esq. is available to answer legal questions for BDMA members for both business and personal inquiries. Mr. Hertzberg will be giving consultations on Thursday from 1pm-5pm and can be reached by calling 917-453-7557. Additionally, in-person appointments can be set up by calling the same number. Please note that no legal advice can be given in any matters concerning one BDMA member against another. All consultations are covered by the Attorney-Client confidentiality privilege. Furthermore, the BDMA will NOT keep any records of those members that avail themselves of this legal service. For some matters, BDMA members may have to sign a legal waiver (below) prior to receiving legal advice.

**BDMA WAIVER FORM FOR LEGAL ADVICE**

Name of Member \_\_\_\_\_  
 Address \_\_\_\_\_  
 Telephone # \_\_\_\_\_

It is hereby acknowledged by the undersigned Member of the Belmont District Management Association (BDMA) that the BDMA is not responsible for any legal advice sought by said Member from the BDMA Corporate Counsel. The Member agrees that the BDMA shall be held harmless for any legal advice that is given to the Member and the Member further agrees that the BDMA and its Corporate Counsel shall have no responsibility whatsoever for the manner in which the Member utilizes said advice.

It is further understood that all consultations given by the BDMA Corporate Counsel are covered by the attorney-client privilege of confidentiality and that the BDMA will not keep any records of said consultations.

Signature \_\_\_\_\_ Date: \_\_\_\_\_