

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
April 19, 2023

Call to order: 5:03pm

Present: Councilman Joseph Cervieri, Anthony Clores, Denis Glennon (zoom), Kiky Kim (zoom), Kathy Lee, James Liu, Frank Patti, Mayor Mark Sokolich (zoom), Councilman Harvey Sohmer, Romina Starace, Ashley Yook, Ken Sagrestano

Absent: Michael Beyer, Ken Bruno, Anthony Lo Conte

Also Present: Natalie Chape', Denise Sokolich (zoom), Michael Maresca, Captain Ed Young

Minutes: MOTION to approve March Minutes: A. Clores, Second by: F. Patti

Treasurer's Report

March Financials- Ending Balance as of March 31st, \$ 396,652.26 Operating Account

MOTION to approve: F. Patti, Second by: J. Liu

Presidents Report: **R. Starace** – Mural update: We are in the final steps of the 46 Mural process with the DOT. The designer is asking for a deposit for a draft design. This is one of the requirements the DOT needs from us for final approval. **M. Maresca** sent photo of area for lighting of that area.

MOTION to approve the art mural project on 46 Bridge-\$25,000: F. Patti, Second by: J. Liu

Beaus Mural- After some discussion, we are going to get an estimate from Beau to get just the left hand side of the building done not the left and right.

Committee Reports

Visual Capital Improvements: **A. Clores**-he mentioned he had **N. Chape'** purchase a weeding torch and a lawn mower for J. Capone. The torch will be used for burning weeds throughout the district and the lawn mower is to mow the 46 Bridge area that we redid. **T. Clores** spoke with J. Capone and he said he would be happy to take care of this. Spring plantings will be done by the beginning of May. Town will provide the mulching for that area. There will be a couple of plantings done as samples soon.

Board would like estimate on power washing the district with sealant. **M. Maresca** will also get an estimate. There was also mention of some pavers sinking on Palisade and Main St., **M. Maresca** will get an estimate from Fil to repair/lifting them.

Clock was put into position today and all agreed it looks wonderful.

Marketing: D. Glennon- We have a different approach to the promotion plan this year. It is targeted to make sure that every promotion we do achieves and objective for all of the BDA

constituents and also follows our brand image. The promotion plan was sent out to the board in email. **N. Chape'** went through the plan.

Car Show- Set for July 16th-On Main st. we will have a featured car of the Show. This year it's the Corvette. We are also adding an exhibit of movie cars on the Barrymore. Also, they will play Tucker at the theater. We are making arrangements with Preston Tuckers grandsons to make an appearance at the Baryrmore before the film is played. We are also adding more judging. There was some concern re: the cars on sidewalk by Barrymore and the possible oil drip as well as placement of cars on the sidewalk for safety and traffic reasons. **N. Chape'** will look into oil absorbent mats. **M. Sokolich** will work on Fiat.

Artisan Market- Need motion to approve the 5 markets we previously discussed.

MOTION to approve the five Artisan Markets-\$25k- M. Sokolich, Second by: A. Yook

MOTION to approve the Gift Card promo \$25k- J. Liu Second by: M. Sokolich

Old Business:

N/A

New Business:

It was asked that the BDA request the closing of Hudson St. for the grand opening of El Asadero on May 5th 12-8pm.

M. Sokolich mentioned Unlmted Realty-Owners of Hudson Lights had an idea of putting plantings in that park, and/or gazebo. As a courtesy to us they are asking our thoughts on it. The BDA discussed it and would like to see a sketch.

Adjourn: MOTION: to adjourn at 6:08pm J. Liu, Second by: A. Yook Approved
Next Meeting May 17, 2023