

**Board Meeting of the Trustees**  
**Fort Lee Improvement District Corporation**  
**DBA: Business District Alliance (BDA) of Fort Lee**  
**February 15, 2023**

Call to order: 5:06pm

Present: Anthony Clores (zoom), Denis Glennon, Kiki Kim, Kathy Lee, James Liu, Frank Patti (zoom), Ken Sagrestano (zoom), Councilman Harvey Sohmer, Romina Starace (zoom), Ashley Yook (zoom)

Absent: Michael Beyer, Ken Bruno, Councilman Joseph Cervieri, , Anthony Lo Conte, Mayor Mark Sokolich

Also Present: Natalie Chape', Denise Sokolich

**January Minutes: MOTION to approve: J. Liu, Second by: R. Starace**  
**Abstained: F. Patti**

**Treasurer's Report**

**January Financials- Ending Balance \$ 24,114.78 Operating Account**

**2023 Budget approved by Council according to H. Sohmer.**

**MOTION to approve: F. Patti, Second by, R. Starace**

Presidents Report: **R. Starace:** last month we introduced the draft 2023 Budget for Mayor and Council but did not make a motion to approve

**MOTION to approve the 2023 Budget draft as presented in the January Meeting: R. Starace, Second by, J. Liu**

There was some discussion on the future plans on the expansion of the district. It was just a conversation at this point for 2024. More details to come.

Management Contract- Last month the board approved the increase of Management Contract with Creative Community Development for 2 years \$ 120k per year.

**MOTION to approve the management contract with Creative Community Development @ \$120k per year for 2 years (expiring Jan. 2025): D. Glennon, Second by, J. Liu**

**Committee Reports**

***Visual Capital Improvements:*** **T. Clores-**spoke to sharp re: the digital signage that is supposed to go where the clock was. After some discussion on this we have decided that we will continue internally planning what this sign will have as far as mapping, etc. but we will not move forward until we know the layout of the park and where the sign will be best placed at that point. This sign may need approval from the DOT.

Planters will run about \$75-100 for each planter (9 planters) to make it look more colorful. We will get a sample in the beginning of May. **N. Chape'** is also working with Mike Maresca on getting info on additional planters to match the ones we have.

Whiteman Plaza owner has contacted **N. Chape'** and feels she is not getting anything from the SID. After some discussion, the board has agreed that the Center is not kept clean and maintained. We will not do any planting or maintenance, as that is her responsibility. **N. Chape'** will contact her and have a conversation.

***Marketing:***

**D. Glennon:** Quite January-no social media stats to note. We tested Dinner and Movie promo with the Barrymore theater. Baggio's or In Napoli's (Pre-Fixe) and a movie (Moonstruck) for \$ 40. It is our intention to partner with them during our 2023 promotion plan. All promotions we do we will try to partner with them thematically. We are working out the details for the rest of the year and a promotion plan will be available for the board next month. We are looking to optimize the Artisan Markets somehow this year. More to come on this.

**Old Business:**

**New Business:**

**Adjourn: MOTION: to adjourn at 5:54pm J. Liu Second by: D. Glennon Approved  
Next Meeting March 15, 2023**