

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
June 21, 2023**

Call to order: 5:04pm

Present: Michael Beyer, Ken Bruno, Anthony Clores, Denis Glennon (Zoom), Kiky Kim, James Liu, Frank Patti, Ken Sagrestano, Councilman Harvey Sohmer, Romina Starace, Ashley Yook

Absent: Councilman Joseph Cervieri, Kathy Lee, Anthony Lo Conte, Mayor Mark Sokolich

Also Present: Natalie Chape'

**Minutes: MOTION to approve May Minutes: A. Clores, Second by: J. Liu**

**Treasurer's Report**

April & May Financials- Register balance in Operating Account as of 5/31/23 is \$ 339,985.91. CD \*9991 balance is \$ 69,147.12, Money Market \*4667 balance is \$ 52,120.07, CD \*0534 balance is \$ 102,731.99.

**The board has asked that M. Beyer and N. Chape' review and submit the financials the week prior to the board meeting.**

**MOTION to approve the April Financials: F. Patti, Second by J. Liu**

**MOTION to approve the May Financials: J. Liu, Second by R. Starace, Abstained-F. Patti (b/c he did not have time to review)**

Presidents Report: **R. Starace** – Mural update: Muralist is supposed to start tomorrow, and the DOT has not yet approved. We are continuing to provide all information as requested as it comes in. We are trying to delay the muralist as much as we can.

El Asadero Sign- the sign is still there and at this point they are not being asked to take it down. We will continue this conversation with Mayor at the next meeting.

Flowers on the Be Fort Lee sign are also still being trampled on by children. Board is not happy the image of the Be Fort Lee brand being affected flowers being crushed. Board has requested that **N. Chape'** send Unlimited Realty an email suggesting they please move the flowers 3 ft up and that should resolve the issue.

**K. Kim** had an issue with you tubers taking photos of his business. They are taking photos of targeted businesses and posting fake bad reviews on yelp. He called the police and the police advised him that unfortunately there is no law prohibiting anyone from taking photos outside of any establishment. This issue has been brought up in this meeting for awareness.

**Committee Reports**

**Visual Capital Improvements: A. Clores-** Planters were completed with the exception of one by Baggios that they missed but has been taken care of. Weeding is an issue throughout town mostly on Palisade Ave. **J. Capone** does not have the time. **T. Clores** called Tru Green to get a

quote on weeding, but the concern is that the chemicals could be harmful to pets. The chemicals do not last long and this licensed company will post up signs that the area has been treated. \$ 1,475 per treatment. We would need 3 treatments in total for the year but this year we missed April.

**MOTION to approve the Tru Green proposal for the remaining 2 treatments: F. Patti, Second by: T. Clores. – as long as the Borough and the attorney gives us the green light.**

Grass at the 46 Bridge- J. Capone is not able to maintain that area. The lawn mower we purchased broke. **T. Clores-** has called Balitano Landscaping to get a quote to maintain- \$ 195 per visit every two weeks. Board has asked for 1-2 more proposals.

**Marketing: D. Glennon-** Social up 163% on engagements and impressions on FB mostly driven by the Car Show. The IG themed videos are doing extremely well. We also have been getting a lot of inquires from vendors asking for information on how to participate in the Artisan Market. Car Show- As far as entrants we are ahead of where we were this time last year, we have 30 Corvettes to date, we are shooting for 50. We have 10 different award categories; we also have movie cars in our line up that will be displayed at Barrymore. The movie film Tucker will be played at the Barrymore on the 16<sup>th</sup> as well. We have about 12-15 judges. Our sponsorship is up tremendously from last year. We also have several sponsors but we are still working on a few more. Our media plan is in full effect.

**Old Business:**

N/A

**New Business:**

**F. Patti-** it was mentioned to him that someone thought that the food vendors at the artisan market are affecting his business. There is nothing from stopping those establishments from participating in the Artisan Market. They have been approached to participate in the markets and we will continue to do that, however it was agreed that food is necessary at the market. As previously discussed in prior meetings, this market will be moved out of Hudson St. once the new park is complete.

**Adjourn: MOTION: to adjourn at 6:17pm J. Liu, Second by: R. Starace Approved  
Next Meeting August 16, 2023**