

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

Call to order: 5:00pm

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

Absent: Ken Bruno, Anthony Lo Conte, Kiki Kim, Ken Sagrestano

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

**Minutes: MOTION to approve March Minutes: A. Clores, Second by: A. Yook
Abstained: J. Cervieri**

Treasurer's Report

February Financials- Ending Balance as of February 28, 2023, \$ 422,423.51 Operating Account

MOTION to approve: J. Liu, Second by: J. Cervieri

Presidents Report: **R. Starace:** Modern rep (Tatiana Casillas) not present to introduce to board.

46 Bridge Mural Update: We are 99% approved on the mural. We have a few more steps to go.

Egg Hunt: Borough is hosting their annual Easter Egg hunt. BDA would like to set up a table to give away some gift cards and treats for children.

**MOTION to approve a \$ 500 spend on setting up for hunt and give aways: J. Cervieri,
Second by: A. Clores**

Committee Reports

***Visual Capital Improvements:* A. Clores-**Reached out to Tru Green for weed control-we have a quote (\$ 1,475 per treatment – 3 recommended) them however, the chemicals he uses are not pet safe. First treatment should begin the beginning of April. There was some discussion on this, and the Board agrees it is important we find a pet safe solution. **A. Clores** will reach out to Pat to find out what the Borough uses. Board will vote on it contingent on the company being able to provide a pet safe chemical to use.

MOTION to approve \$1,475 subject to it being pet friendly: J. Cervieri, Second by: R. Starace

Clock will be delivered the week of April 10th.

Flowers: Foam flowers, we have 69 left and we lost 12 last season. The proposal for Kravets flowers to install the ones from last year as well as 12 new ones is \$ 2,587.

MOTION to approve \$2,587 for flower install: J. Cervieri, Second by: A. Clores

Planters: N. Chape' found a planter that is similar to what we have on Main St. however, they are not able to be bolted to the ground. **M. Maresca** said to hold off and he would check with Bosewell.

Lighting for the 46 overpass-we need more lighting to light the mural that will be there.
M. Maresca will send the police over to check and get back to us.

Marketing:

D. Glennon: We will be issuing to you via email a final promotion plan. We have 18 events to plan this year. Artisan Markets are planned for May and June. August, September and October. We have asked them to elevate the general tone and manner of the markets so they are consistent with our brand positioning.

Old Business:

New Business:

The Barrymore asked us to remove the string lights in front of theater.

M. Maresca would like to get quote on windscreen on the new park. **K. Lee** will complete the rendering, and we will then get price on it. **M. Maresca** will first have to send her the drawing.

K. Lee translated article on **N. Chape** and BDA in NJ Story.

Adjourn: MOTION: to adjourn at 5:36pm J. Cervieri, Second by: A. Clores Approved
Next Meeting April 19, 2023