

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
May 17, 2023

Call to order: 5:01pm

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

Absent: Michael Beyer, Anthony Lo Conte, Ken Sagrestano, Mayor Mark Sokolich

Also Present: Natalie Chape'

**Minutes: MOTION to approve March Minutes: A. Clores, Second by: J. Liu
J. Cervieri- abstained.**

Treasurer's Report

March Financials- Tabled till next month as M. Beyer is not present.

Presidents Report: **R. Starace** – Mural update: We are in the final steps of the 46 Mural process with the DOT. We are hoping to get final approval soon as the artist is scheduled to start on 6/22.

Beaus Mural- Beau has agreed to do one side of the wall for \$ 5,350. He will use the same lift we will use for the 46 Mural, which will reduce the cost.

MOTION to approve left side of wall for Beau in the amount of \$ 5,350: F. Patti, Second by: R. Starace

El Asadero: There was conversation about the Be Asadero sign. The board has raised some trademark concerns and has asked if we can ask them to remove the Be in the sign. **A. Yook** will speak to the tenants regarding this issue.

Plantings around the Be Fort Lee sign: The board had a discussion regarding the plantings in the Hudson Lights park around the Be Fort Lee sign. Some board members feel it could be obstructive to the brand. They also stated that the children on the sign is part of the charm of the sign. In addition, and more importantly, it was stated that although the plants are beautiful they feel that the children will step on them constantly and it will not be appealing. **A. Yook** said she will have them moved to another area in town.

Email received regarding the music on Main St: The BDA board received an email following a phone call from a property owner in town. In the original call she stated the music was too loud and also mentioned her tenants and their customers would prefer instrumental being that they did not understand it in English. She then followed up with an email expressing some concerns regarding the music, along with a small survey that she put together after a few comments with feedback from businesses. The board discussed this and agreed that her concerns and comments are noted, received, and appreciated. We will reply to her email accordingly. The music is to enhance Main St and there are no plans to stop it or alter the schedule. The board has agreed to turn down the volume.

Committee Reports

Visual Capital Improvements: **A. Clores-** Spring flowers have been planted, Jim has been watering. **J. Capone** is handling the grass by the 46 over pass as well as the weeding.

Marketing: **D. Glennon- N. Chape'** went over promotion plan that has been sent to the board. For current and upcoming events and promotions. Gift card promotion did very well with the most participating businesses thus far. The Artisan Market also had a wonderful turn out and the vendor selection as well as the layout was much better than last years. **D. Glennon** and **J. Liu** gave everyone some details about the Concours on the Palisades event coming up in July.

Old Business:

N/A

New Business:

It was asked that the lights near the string CVS be taken down.

Adjourn: MOTION: to adjourn at 6:27pm J. Liu, Second by: A. Yook Approved
Next Meeting June 21, 2023