

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
August 16, 2023**

Call to order: 5:10pm

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

Absent: Ken Bruno, Kiky Kim, Kathy Lee

Also Present: Natalie Chape', Micheal Maresca, Denise Sokolich, Deputy Chief Eddie Young (zoom)

**Minutes: MOTION to approve June Minutes: M. Beyer, Second by: T. Clores
Abstain: J. Cervieri**

Treasurer's Report

June Financials-Register balance in Operating Account as of 6/30/23 is \$ 280,558.71. CD *9991 balance is \$ 69,147.12, Money Market *4667 balance is \$ 52,120.07, CD *0534 balance is \$ 102,731.99.

Assessment check will be ready to pick up from Borough on 8/21/23 in the approx. amount of \$329k.

July Financials were sent out to the board but will not be voted on until September.

MOTION to approve the June Financials: J. Cervieri, Second by F. Patti

Presidents Report: R. Starace – Mural update: 46 Mural update: DOT approved the 4 additional sides that were added. The price of the mural was \$ 35k, we approved \$ 25k and we received a grant in the amount of \$ 3,600. Out of pocket additional expenses totaled approx. \$ 1,500. It was agreed that Brooke Hanson dropped the ball on this without communicating to the artist the expectations that we had on the mural wall and four sides, but we did get the approval via E-Votes.

There was a conversation about E-Votes...things do come up at times, but we will do our best to wait for the board meetings for votes. If there is a situation where we need an E-Vote, an zoom meeting link will be sent.

Welcome to Fort Lee signage at the 46 Bridge- The DOT has issued a violation for this signage. The signs have been there for several years and evidently were done without DOT approval. The signs have to be removed this week or we will be charged \$ 50 per day. We have asked the DOT for information and guidance on how to apply for a permit to avoid the removal. Emails, calls from BDA and Mayor have gone out with no reply. BDA Board went into executive session to discuss this matter at 5:31pm. Executive Session closed at 5:36pm.

MOTION to remove the two Fort Lee sticker signs by the 46 Bridge Overpass on Main St. not to exceed \$ 500-vendor Printed Graphics. Will be done tonight.

J. Cervieri, Second by: F. Patti

Abstain: K. Sagrestano, T. Clores

Be Fort Lee Trademark: D. Glennon- There have been a couple of instances where the Be Fort Lee brand has been used or intended to be used so we just need to clarify some things since the BDA does own the trademark. We need to protect our trademark, so we don't lose it. In order for us to do so we will design the brand identity guidelines, and anyone who wants to use it has to adhere to the brand identity guidelines. The sign committee, the planning board and all parties will be informed and in receipt of the guidelines once complete. This will also be posted on the website.

El Asadero "BE ASADERO" Sign- the sign is infringement of the trademark. Greg Cervieri has already contacted them regarding this issue. The board discussed this and has decided to allow Greg to continue working on it and the sign committee will send a letter to El Asadero that the BDA has informed them of the infringement. The BDA will not do anything at this time since other departments in town are handling it.

Club Pilates did a few classes in July and wanted to do additional classes in August, but were advised that since the classes are not free (small fee is collected for the instructor) he would not be able to continue classes on the lawn of the Be Fort Lee Park. He mentioned the gelato cart there and asked why he could be there collecting profit.

It was brought to our attention that the owners of Hudson Lights are allowed to have 2 kiosks (up to 200sqft each) on the property as part of their lease agreement.

We do want to allow businesses to use the parks, but it can get a little complicated logistically... Mayor Mark will speak to Al on this topic and get back to the BDA on this.

BDA Board has been informed that T. LoConte has resigned from the BDA Board. There is an open board position for Hudson Lights at this time.

Chase bank Mural wall-At this time we have been made aware that the owners are planning to increase the size of the building. We will not plan on a mural there at this time.

Modern Rep to be contacted to see if they can assign someone to the BDA board.

Beau Stanton has informed us he cannot finish the mural this year. We will contact him directly next year to finish the mural.

Committee Reports

Visual Capital Improvements: A. Clores- Planters will be ripped out in 2 weeks or so. We will look into new planters as well. If we find them this season, we will move the existing ones elsewhere. Trees will be planted in planters again for holidays, battery operated lights will be added to them to light them up.

Grass at the 46 Bridge- needs a little clean up- **T. Clores** contacted Balitano to address it.

Marketing: D. Glennon- We did indeed have to use our raindate. We had 175 cars registered... approx.. 30% didn't show due to rain date however, 50% more cars more this year than we did last year. We est. between 2,500-3,000 people come through. The restaurants did really well as well. We did learn that we will do the rain date next year one month later.

Car Show expenses totaled approx. \$ 64k

\$ 13k sponsorships

\$ 3k in entrant fees and merchandise sold.

The show was approx. \$ 14k more than last year. Total 2023 to date \$ 55k. There are approximately 3-4 open invoices that we are still waiting on.

We do now own a lot of items that we would have normally rented for our events. We did spend a bit more dollars on marketing this event in general to attract more cars as well as more spectators to in turn bring the businesses more business. We do still have merch to be able to sell at future events as well.

Eddie has asked that we move the car show next year to where the St. Rocco's feast is, if it is on a Sunday. The traffic was a nightmare by noon. There was discussion on ideas for next year's show. All to be considered for discussion when 2024 planning begins.

MOTION to approve the 2023 Concours expenses not to exceed \$ 70k: J. Cervieri, Second by: F. Patti

Old Business:

New Park- We are waiting for price on adding Be Fort Lee signs to every third panel to the black tarp on the new park fence.

Park Layout has been distributed to the Board.

New Business:

F. Patti- Would like to see if we can get bike racks near Main St. to avoid people locking bikes to trees, benches, etc. There was a conversation on this topic and the Borough will look into this.

M. Maresca will zip tie the electrical boxes on the trees.

**Adjourn: MOTION: to adjourn at 6:32pm J. Liu, Second by: R. Starace Approved
Next Meeting September 20, 2023**