

**Board Meeting of the Trustees**  
**Fort Lee Improvement District Corporation**  
**DBA: Business District Alliance (BDA) of Fort Lee**  
**September 20, 2023**

Call to order: 5:09pm

Present: Ken Bruno (zoom), Anthony Clores, Denis Glennon, Kathy Lee, James Liu, Mayor Mark Sokolich, Romina Starace (zoom), Ashley Yook

Absent: Michael Beyer, Councilman Joseph Cervieri, Kiky Kim, Frank Patti, Ken Sagrestano, Councilman Harvey Sohmer

Also Present: Natalie Chape', Denise Sokolich

**Minutes: MOTION to approve August Minutes: R. Starace Second by: A. Yook**

**Treasurer's Report**

No Treasurers Report this month until the bank fraud issue is resolved.

Presidents Report: **R. Starace** – Informed the Board of the multiple fraudulent charges that hit our account in August and September. We were notified by Connect One Bank of one check that had been flagged. That check was in fact fraudulent and was returned. During the reconciliation process, N. Chape' noticed there was approximately \$8k in charges that had been paid out of our account (list sent to Connect One Bank). The FLPD was notified, a report has been filed, and currently under investigation. Connect One Bank is also investigating and will deposit monies back into our account as soon as possible. In addition, the BDA bank account is now enrolled in a program with Connect One Bank called "Positive Pay". With this in place, the Director has to go into the online account daily to either approve or reject every single transaction. If this step is missed on any day, the transactions will automatically be rejected. This is a permanent procedure for the BDA bank account.

Jim Capone: We have been advised that Jim Capone is out on disability. The BDA currently reimburses the Borough for 50% of his salary and benefits... We are going to wait a couple more weeks to see how much longer he is out and then decide on whether or not BDA will reimburse the Borough. To be discussed next month with more board members present.

**Committee Reports**

***Visual Capital Improvements:*** **A. Clores-** The weeds around the district are out of control. Tony received a quote from Balitano of \$ 85 per hour. Being that Jim is out at the time we are asking we move ahead with Balitano on an "as needed" basis.

We also added an "artificial flower" to the planters and they look beautiful.

We are also looking into larger containers throughout the SID, the issue remains that there is no one there to water the district. We will also look into a company to water the plants.

Tony spoke with M. Maresca re: the fence covering the old post office – Mike will find out if the company can provide the covers for the fence.

Metro quote for fall decorations went up this year from \$ 9,800 to \$ 11,010. The labor has gone up this year. He will begin the 2<sup>nd</sup> Monday in October.

**N. Chape'** We have applied for a \$ 6k grant from the Bergen County Arts Program for 2024 community art project.

We have an estimate for 19 Banners (Be Fort Lee) from Fast Print \$ 1,235- these would be to cover the fence.

**MOTION to hire Balitano to take care of the weeding on an as needed basis @ \$85 per hour: R. Starace, Second by: A. Yook**

**MOTION to approve the Fast Prints signs: R. Starace, Second by: A. Yook**

**Marketing: D. Glennon-** RW is scheduled for 9/25-10/8. We have started running all the videos. Marketing plan is in effect. We have 41 restaurants, last year we had 38. We also signed everyone up in house.

Falloween is being held at Monument Park as well as Santa Saturday.

Brand Identity guidelines will be in next week from Direct Development.

We were awarded the Trademark of Concours on the Palisades

News 12 will be here in Oct. 6<sup>th</sup> to feature the downtown Fort Lee on their live segment from 5:30am-10am.

Artisan Market: Our last one we are having is on Oct. 7<sup>th</sup>. We are working with Tony Seeker for this event, and he will be bringing 14 artists that will attend and set up their work for sale at the market. We will also have a guided tour of our murals on that day by Tony as well. He will charge us \$ 75 for this tour. Tony will also be looking into gathering artists for the utility boxes.

**Old Business:**

The new wayfinding sign will wait until the park is set spring 2024

**New Business:**

New Park- We are out to bid. Bids are due 9/29/23. Hopefully the park will be done early spring.

**Adjourn: MOTION: to adjourn at 6:13pm T. Clores, Second by: K. Bruno Approved  
Next Meeting October 18, 2023**