

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
January 17, 2024**

Call to order: 6:01pm

Present: Michael Beyer, Francheska Bezema, Ken Bruno, Denis Glennon, Kiky Kim, Kathy Lee, James Liu, Michael Park, Frank Patti, Ken Sagrestano, Councilman Harvey Sohmer, Mayor Mark Sokolich, Romina Starace, Ashley Yook

Absent: Councilman Joseph Cervieri

Also Present: Natalie Chape', Luis Franco, Denise Sokolich

Minutes: MOTION to approve December Minutes: R. Starace Second by: D. Glennon

Treasurer's Report

MOTION to approve December Treasurers Report: R. Starace Second by: J. Liu

Presidents Report: **K. Bruno** introduced new board members to the board. Franceska Bezema (Modern Rep.), Michael Park (Dancing Petals), Luis Franco (Port Authority Rep.)

Budget-tabled for the next board meeting.

Village Ribbon Cutting Ceremony- All encouraged to attend January 20th at 11am.

Committee Reports

Visual Capital Improvements: R. Starace- discussed tree pruning that will need to be done early spring. Reliable Tree proposal presented to board in the amount of \$ 6,500 for 130 trees. The company says they can trim around the lights and if they damage any while trimming, they will take care of the cost to fix. Landscaping proposals for the 46 area also presented to the board from the following contractors Balitano, Valko, Barilla, and Green Acres. The board recommends we proceed with Balitano being that he was the one who did the original work in that area as well as the maintenance last year. We will vote on this next month. There was also discussion on the lights on the tree lights. The board would like for the lights to be repaired/replaced as well as a recurring maintenance contract. We discussed adding more lights in other areas of the district, per M. Maresca we would need to do underground electrical work to run power there. The Visual Committee will be hanging hearts on every 3rd tree in the District for Valentines Day. This will be in addition to the hearts in each store.

Marketing: D. Glennon- The Marketing committee is working on the media plan (10-12 events for the year) for the year. We are looking to encourage more retailer participation. We are looking to work together with the Barrymore Film Center for Valentines Day "Dinner and Movie", and their featured film Casablanca. We will also be running a gift card promotion for non-restaurants that will run for 2 weeks.

Old Business:

New Business:

Adjourn: MOTION: to adjourn at 6:47pm F. Patti Second by: A. Yook Approved
Next Meeting February 21, 2024