

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

Call to order: 6:05pm

Present: Michael Beyer, Ken Bruno, Councilman Joseph Cervieri, Luis Franco, Denis Glennon, Kiky Kim, Kathy Lee, James Liu, Michael Park, Frank Patti, Councilman Harvey Sohmer, Denise Sokolich, Mayor Mark Sokolich, Romina Starace, Ashley Yook

Absent: Francheska Bezema

Also Present: Natalie Chape'

Minutes: MOTION to approve March Minutes: J. Cervieri, Second by: R. Starace

Treasurer's Report

Board was made aware of bank balance (\$ 717,020.62). Quick Books is reviewing our accounts to properly combine all the accounts and still use the operating account number. The transaction list report will be sent to the board along with financials the week before the next meeting.

Presidents Report: **K. Bruno** received a call from Jeff Ware at the Chamber of Commerce asking if the BDA would like to sponsor the Chamber for \$5k per year. The board discussed this and decided they were respectfully going to decline the sponsorship.

MOTION to NOT move forward with the Chamber Sponsorship in the amount of \$5k: J. Cervieri, Second by: R. Starace. Abstained: K. Bruno, F. Patti

Committee Reports

***Visual Capital Improvements:* R. Starace-** Informed the board that Balitano will begin the concrete work (\$5k) by the clock island on Monday. The power washing in that area has been completed. We have also planted 5 Cherry Blossoms in the ground at the Barrymore. We installed a large planter with Cherry Blossom by Citizens Bank. In addition, we have completed 3 bus stops with floral arrangements as well as poled throughout the district. New planters will be installed after Mother's Day when the weather is warmer. Holiday Décor: the Visual Committee will be meeting to discuss Holiday Décor and will come back to the board with recommendations next month. **K. Kim** has informed us that he has access to Lilac Trees (150) that can be donated to the BDA for planting if we find locations to plant them. **A. Yook** has informed the board that the Japanese Maple Trees by the Be Fort Lee sign will be moved per the request of the Visual Committee. For the record, the Visual Committee would like to keep both sides of the Be Fort Lee clear of anything so Holiday/Seasonal Displays can be installed there.

***Marketing:* D. Glennon-** explained the Business Development Academy Seminars/work shops to the board. He explained in detail the first focus point for the seminar will be SEO (Search Engine Optimization). There will be a few other talking points as well, but this will be the main one for this seminar. We are going to hand deliver invitations to this event and send out emails to all the stakeholders. The goal is to get as many business owners and stakeholders as possible to attend. All owners will be able to bring one Manager with them as a guest. We will record

these seminars to post on our website. The first event is scheduled for May 23rd at the Barrymore Film Center at 9am.

Upcoming Events: Treasure Hunt (End of May), Car Show (tying in Dinner and a Movie w/ Barrymore), Music in the Park starts June (Father's Day weekend), Artisan Market-first one is May 4th.

Old Business:

New Business:

Check if speakers can be mounted on buildings along Main St.

46 Bridge mural was vandalized. We will be contacting Avery (Artist) to fix. Look into installing a camera in that area.

**Adjourn: MOTION: to adjourn at 7:07pm A Yook Second by: K. Bruno Approved
Next Meeting May 15, 2024**