

**Board Meeting of the Trustees**  
**Fort Lee Improvement District Corporation**  
**DBA: Business District Alliance (BDA) of Fort Lee**  
**February 21, 2024**

Call to order: 6:01pm

Present: Francheska Bezema, Ken Bruno, Councilman Joseph Cervieri, Luis Franco, Denis Glennon, Kiky Kim, Kathy Lee, James Liu, , Frank Patti, Councilman Harvey Sohmer, , Romina Starace, Ashley Yook

Absent: Michael Beyer, Michael Park, Mayor Mark Sokolich

Also Present: Natalie Chape', Denise Sokolich,

**Minutes: MOTION to approve January Minutes: F. Patti Second by: R. Starace  
J. Cervieri-Abstain**

**Treasurer's Report**

**January Treasurers Report tabled until the Treasurer reviews.**

Board would like to have all checks over \$2,500 signed by two signors going forward.

Presidents Report: **K. Bruno-** PSEG has removed the speakers on the poles because they received some complaints about them. Because they were mounted/installed without written consent from Public Service, they have them in their possession. They will release them once the open complaint they have is closed. Board would like to go through the motions of having them mounted legally. **N. Chape'** will follow up.

2024 Budget was introduced to the board. There was some discussion as to what the plans are for 2024. The board would like to see more visual improvements done in 2024 throughout the district. The board has been emailed the 2024 budget that will be sent to Mayor and Council.

**MOTION to approve the 2024 budget: R. Starace, Second by: D. Glennon**

The executive board has discussed moving all of the BDA monies to the money market account at the 4.6% variable rate. We will keep the check book at a zero balance so our money is always making money. It will draw all the checks from the Money Market. Currently the BDA has 2 Cd's, 1 operating account and 1 money market.

**MOTION to move all the BDA funds to the MM effective immediately: J. Cervieri, Second by: R. Starace**

**Committee Reports**

*Visual Capital Improvements:* **R. Starace-** last month we discussed the tree trimming proposal for 130 throughout the district-Reliable Tree \$ 6,500.

**MOTION to approve proposal for \$6,500 from Reliable Tree: J. Cervieri, Second by: J. Liu**

**Interstate Waste Management Contract** is being negotiated from \$ 1,200 per month. We offered \$ 600 per month. We are waiting for a counteroffer. In the meantime, board approves contract for waste pick up 7 days a week not to exceed \$ 1k per month. In May we will increase to 2x per day on the weekends.

**MOTION to approve IWM Contract not to exceed \$ 1,000 per month: J. Cervieri, Second by: A.Yook**

**Tree lights** were repaired and maintained throughout the district. Cost of all repairs and replacements-Total of all repairs and replacements-\$ 12,124

**MOTION to approve the invoice for Christmas Decorators \$ 12,124: J. Cervieri, Second by: K. Lee**

**Balitano:** Landscaping by the 46 Bridge area was discussed last month. The total contract is \$14,280 May-January 2025

**MOTION to approve Balitano to do the landscaping in the 46 Bridge overpass for 2024 \$ 14,280: J. Cervieri, Second by: A. Yook**

**Marketing: D. Glennon-** The Marketing committee met with Direct Development to go over our Marketing Plan for 2024 (Sent to board-also went over it at meeting). We have 16 promotions scheduled for 2024. Part of our plan includes working with Barrymore to drive traffic to the theater. We are also getting involved in promoting the Gran Fondo Race happening in May here in Fort Lee. New this year: We are going to establish a business development seminar to help businesses with an effective way of marketing so they can operate successful businesses. We are looking to do this twice per year. **K. Lee** will assist with the Korean speaking community at these seminars. We will also offer one-on-one with these businesses. In April we will also begin our quarterly newsletters. We are also working on a welcome packet to offer those that are looking to open a business here or have already opened a business.

**Old Business:**

**New Business:** The board discussed the pallet of acceptable colors that was once created by the BDA. Greg Cervieri is looking for the pallet so they can enforce it with the building by Skippys that painted the building green. **R.Starace** will look into it.

**Adjourn: MOTION: to adjourn at 7:10pm J. Cervieri Second by: K. Bruno Approved  
Next Meeting March 20, 2024**