

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

Call to order: 6:02pm

Present: Francheska Bezema, Councilman Joseph Cervieri, Luis Franco, Denis Glennon, Michael Park, Councilman Harvey Sohmer, Denise Sokolich, Mayor Mark Sokolich, Romina Starace, Ashley Yook

Absent: Ken Bruno, James Liu, Kiky Kim, Frank Patti

Also Present: Natalie Chape'

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

Treasurer's Report

Ending Balance as of July 31, 2024, is \$526,865.28-Money Market. The interest earned for the month of July is \$ 1,739.99.

MOTION to approve the Financials: R. Starace, Second by: A. Yook

Presidents Report: **D. Glennon-Nominating Committee** recommends Ashley Yook for the Treasurer of the Board effective immediately. Executive Term expires 12/31/24.

MOTION to approve A. Yook as treasurer of BDA Board: R. Starace, Second by: J. Cervieri

Vision Marketing-Marketing firm that has taken over for Direct Development. New owner- Philip Swibinski as well as Heidi and Joe from Direct Development met with the board via zoom. There was an introduction to the new team. We were advised Joe Brown will be moving on to a different company, however we were advised Heidi and Jillian will remain with us as our Account Managers. Vision Marketing is located in Secaucus, NJ and they are very much looking forward to continuing to provide high quality services to the BDA and enhancing their offerings in press outreach, digital advertising and other areas.

Committee Reports

***Visual Capital Improvements:* R. Starace**

Tree lights: have all been repaired and replaced. There were over 200 strands of lights that had to be replaced throughout the district due to broken wires. There is an issue that seems to be growing of the e bike/e scooter drivers parking their bikes near trees and using plugs to charge their devices. In addition, the GFI's need to constantly be reset due to the fact that these bikes and scooters are tripping the breaker. Mayor and Council are working on a solution that can hopefully minimize these issues. In the meantime, BDA will have the lights checked regularly for tripped breakers, unplugged or broken wires. The visual committee is also recommending that the BDA contract Christmas Design Decorators (tree light vendor) to perform monthly maintenance on the tree lights throughout the district. This will include a bucket truck to come

once per month with 2 guys plus \$40 per roll of mini led lights that need to be replaced- \$395 per month.

MOTION to approve maintenance contract for tree lights with Christmas Design Decorators @ \$395 per month: A. Yook, Second by: R. Starace

Pavers: Proposal for new pavers that are in need of being replaced from Balitano is \$3,425 This includes Brick Paver Reset in various Areas - Main St – Specified. Includes all labor and materials to reset and re-cut existing brick pavers. Includes stone dust base and polymeric sand jointing.

MOTION to approve Brick Paver proposal from Balitano in the amount of \$ 3,425- J. Cervieri, Second by: D. Sokolich

Tree Trimming: We have two proposals to trim the trees along Palisade Ave. The 1st one is from Reliable Tree (\$ 3,500) – see proposal for detailed locations and number of trees included. The 2nd one is from Christmas Design Decorators (\$ 6,800). The Visual Committee recommends we proceed with Reliable Tree for this job.

MOTION to approve Reliable Tree proposal for tree trimming on Palisade Ave. \$3,500: J. Cervieri, Second by: A. Yook

Holiday Décor: Visual Committee has decided on planter décor theme for all the planters in district that we own and maintain. Metro has quoted us \$ 350 per planter. The committee feels that price is too high. We will be looking into getting the contents of the planters ourselves and have Rich take care of installing them. Michael from dancing petals will also speak to his wife and let us know if they are able to quote us on these planters as well.

We have ordered the holiday motifs for the district from Certified Lights (Board has a copy of invoice w/ photos). The order needed to be in the last week and will be delivered in October 2024. The total for this invoice was \$ 27,592.00

In addition to that order the Visual Committee would like to add 4 giant ornaments for the Barrymore in the amount of \$ 3,450.

MOTION to approve the holiday order in the amount of \$ 27,592 (previously wired) and \$ 3,450 add on: J. Cervieri, Second by: M. Sokolich

Fall Décor: Visual Committee has decided on a planter décor theme for the autumn. Metro has quoted us \$ 150 per planter. We have 25 planters. Committee recommends we proceed with this proposal. In addition, all bus stops will be decorated in house by Rich before 9/15.

MOTION to approve Fall Planters from Metro @ \$150 per planter not to exceed 25 planters: J. Cervieri, Second by: A. Yook.

Beau Stanton Mural: Mural (previously approved)- scheduled to be completed this month. Muralist- \$5,000. Primer- \$800. Lift is an extra charge.

Weeding Update: Tru Green has performed its 2nd service in the district. In addition, Rich has been taking care of all the weeding and blowing throughout the district regularly.

Weekend Cleaning: Visual Committee has decided it is a good idea that the BDA hire 2-3 additional bodies to assist Rich with the weekend cleaning throughout the district. The committee recommends Fri evening 3-4 hours, Sat. morning 4 hours, Sat. evening 4 hours and Sunday same hours as Saturday. They are to clean throughout the district. There is an ad on indeed.com for this additional help. Interviews have been scheduled. The board has agreed these individuals will be paid as independent contractors.

Vinyl's for Planters: We had previously discussed wrapping the grey planters that were moved to the West End of Main St. We have a proposal in from Fast Print in the amount of \$ 2,580. The board discussed this and decided to hold off on this for now.

,
Marketing:

Upcoming Events: D. Glennon

Music in the Park: is scheduled for 8/23/24- Afro Cuban Salsa Music 5:30pm-8pm in Be Fort Lee Park. Last one for the summer will be in September.

Artisan Market: this month's market was a very rainy day, we lost many vendors unfortunately. Sept. and October are upcoming. (1st Sat of each month) Be Fort Lee Park.

Restaurant Week: Scheduled for 9/16-9/29. Sign ups began 2 weeks ago and close end of August. We are working to tie in the Barrymore Film Center and a Food Film Festival. More to come on that. Promotion will mirror last year.

FalloWeen: Scheduled for 10/26/24. Location pending.

Santa Saturday: Scheduled for 12/7/24 in new park on Main St.

Night Market: We are planning to have an Artisan Market at Night Market in the new Main St. Park- right now the committee is looking into October but more details to follow.

Old Business:

New Business:

M. Sokolich- Main St. Park is moving along nicely, hoping the park is usable in October. New Mokafe is also coming to Main St. by the new park.

**Adjourn: MOTION: to adjourn at 6:57pm A. Yook, Second by: D. Glennon Approved
Next Meeting September 18, 2024**