

**Board Meeting of the Trustees**  
**Fort Lee Improvement District Corporation**  
**DBA: Business District Alliance (BDA) of Fort Lee**  
**Annual Meeting-Location: In Napoli**  
**December 18, 2024**

Call to order: 5:15pm

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

Absent: Councilman Joseph Cervieri, Luis Franco

Also Present: Natalie Chape'

**Minutes: MOTION to approve November minutes: R. Starace Second by: F. Patti**

**Treasurer's Report**

Register Balance as of November 30, 2024 is \$ 717,854.31-Money Market. The interest earned for the month of November is \$ 1,698.25. Maserati and Ferrari continue to be contacted to collect payment from car show as well as Polestar. MM account will close this month. 1189 Operating Account will be main interest bearing account. Effective Jan. 1, 2025 debit card will be closed. BDA will open a Connect One Bank Credit Card. A. Yook is also setting up business Zelle Account through Connect One. Board was made aware that there is petty cash in the office. It has been agreed that we maintain \$251 in the BDA Petty Cash envelope in BDA office.

**MOTION to approve Financials through November 30, 2024: R. Starace Second by: F. Patti**

*2023 Audit:* Draft audit has been sent to Board for review.

**MOTION to approve the 2023 Audit: R. Starace Second by: K. Bruno**

**Presidents Report: K. Bruno**

*Management Contract:* Board went into closed session @ 5:26pm to discuss Management Contract (Creative Community Development) Closed session ended: 6:03pm

- Board discussed contract and have decided to send to Borough Attorney to formalize contract. **K. Bruno** mentioned terms and fee were agreed upon, board would just like a more formal contract. A committee has been formed for further discussions of the contract. The committee consists of the following individuals:
  - Romina Starace
  - Denis Glennon
  - Ashley Yook
  - James Liu
  - Frank Patti

The existing management contract remains in effect until the new contract is finalized and agreed upon by both parties. Mayor Mark will forward to Borough Attorney for review.

## **Committee Reports**

**Nomination Committee:** The committee recommends the following members:

3 year term expiring 12/31/2027

Denis Glennon - Resident  
Frank Patti – Property  
Kiky Kim - Property

1 year term: expiring 12/31/2025

Michael T. Park- Business

Executive Board positions expiring 12/31/2025:

Kenneth Bruno- President  
Denis Glennon - Vice President  
Ashely Yook - Treasurer  
James Liu – Secretary

**Meeting Dates:** 3<sup>rd</sup> Wednesday of every month at 6pm in person and zoom (Link will be posted on website). No July meeting. November meeting is on 12<sup>th</sup>. December meeting is at 5pm.

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

*Holiday Decor:* All holiday décor is up. There was an issue with the pole mounts. The company we ordered from sent defective ones. We will be sending back for a full credit. Visual Committee is working on 2025 plan starting with Valentines Day.

***Marketing:***

**Events Update: D. Glennon**

*Night Market:* Artisan Night Market was a great success. We had a beautiful selection of vendors. Many people attended throughout the evening. The décor was much like a holiday market in Bryant Park or Europe. Next year we will look to end an hour earlier. There was a suggestion made as well that we consider shuttling people to the market from parking lots in town. Parking was not easy that night.

*Santa Saturday:* 12/14/24- Media plan worked very well. Fort Lee Commons was flooded with people throughout the day, despite the frigid temps. We had approx. 1,500-2,000 people in attendance. Photos worked out very well with booth. We will look into a commercial snow machine next year as well as more entertainment.

*Holiday Gift Card Promotion:* Our annual gift card promo is in effect currently (12/7-12/24). The promotion is -\$25 for \$15. Not to exceed 2 per customer. BDA to reimburse \$10 per card not to exceed \$500 per establishment. Over 60 participating stores.

**Old Business:**

**New Business:**

*Library Lunar New Year Sponsorship:* Platinum \$1,000

**MOTION to approve Lunar New Year Sponsorship for FLPL in the amount of \$ 1,000: A. Yook, Second by: R. Starace**

*ADA Compliance Lawsuits:* It was brought to the board's attention that there is a law firm that is filing claims against stores that are not in compliance with ADA laws. BDA will get more information on this and draft a letter to send to stakeholders/storeowners asap advising them of this issue. The letter will be reviewed by Borough Attorney before distribution.

**Adjourn: MOTION: to adjourn at 6:32pm R. Starace, second by: K. Lee Approved  
Next Meeting January 15, 2025 6pm**