

Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
November 20, 2024

Call to order: 5:00pm

Present: Francheska Bezama (zoom), Ken Bruno (zoom), Councilman Joseph Cervieri, Kiky Kim, Denis Glennon (zoom), Kathy Lee (zoom), James Liu, Frank Patti, Romina Starace (zoom),

Absent: Luis Franco, Michael Tao Park, Denise Sokolich, Mayor Mark Sokolich, Councilman Harvey Sohmer, Ashley Yook

Also Present: Natalie Chape'

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

Treasurer's Report

Register Balance as of October 31, 2024, is \$ 734,246.34-Money Market. The interest earned for the month of October is \$ 2,101.21. Maserati and Ferrari continue to be contacted to collect payment from car show as well as Polestar.

No motion was made- board would like to table motion until Treasurer is present.

Presidents Report: **K. Bruno**

2023 Audit and Tax Returns: 2023 Returns were filed. Audit is almost finalized and will be ready for board to review prior to next meeting.

Committee Reports

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

Holiday Decor: All holiday motifs are scheduled to arrive after Thanksgiving. We will also be decorating the Fort Lee Commons for the Holidays. Bus Stops are scheduled to begin next week.

Marketing:

Upcoming Events: D. Glennon

FalloWeen: We had a wonderful day, weather wise. We had approximately 3,000 people in attendance. Scarecrow decorating contest was a success as well. We gave gift card prizes to all participants from Dunkin Donuts and a grand prize winner received Marty's \$50 gift card.

Night Market: Artisan Night Market will be in The Fort Lee Commons on Main St.- on 12/7-5pm-10pm. The market will have hand picked vendors to resemble a "European Night Market". El Asadero is applying for permit alcohol sales on site. Music will be handled by Sam (Fort Lee) using the speakers in the Park.

Santa Saturday: Scheduled for 12/14/24 in new park- Fort Lee Commons. Vendors have been secured. Music will be handled by Sam (Fort Lee) using the speakers in the Park.

Holiday Gift Card Promotion: Our annual gift card promo is scheduled to begin on 12/7 and go through 12/24. This promotion is open to all businesses. The promotion is -\$25 for \$15. Not to exceed 2 per customer. BDA to reimburse \$10 per card not to exceed \$500 per establishment.

Old Business:

New Business:

Shops at Hudson Lights will be having a “Winter Wonderland” event on 12/13 5pm-8pm. They will have DJ, Photo booth, store promo, etc. BDA will help promote event and all are encouraged to attend.

Next month’s Annual Meeting will be held at In Napoli at 5pm with BDA Holiday Dinner immediately after.

F. Patti has asked the committee meetings be held in the afternoons so he can attend.

**Adjourn: MOTION: to adjourn at 5:30pm J. Cervieri, second by: K. Kim Approved
Next Meeting December 18, 2024 5pm**