

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
October 16, 2024**

Call to order: 5:00pm

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

Absent: Francheska Bezama, Kathy Lee, Michael Park, Mayor Mark Sokolich

Also Present: Natalie Chape'

**Minutes: MOTION to approve September Minutes: A. Yook Second by: D. Sokolich
J. Cervieri abstained (not in attendance at the last board meeting)**

Treasurer's Report

Ending Balance as of September 30, 2024, is \$866,086.87-Money Market. The interest earned for the month of September is \$ 2,200.45. Maserati and Ferrari continue to be contacted to collect payment from car show as well as Polestar.

MOTION to approve the Financials: F. Patti, Second by: J. Cervieri

Presidents Report: **K. Bruno**

Nothing to note this month.

Committee Reports

Visual Capital Improvements: R. Starace

Tree lights: Trees on Main St. have not been working consistently due to the construction of new park. On going issue of e bike/e scooter drivers parking their bikes near trees and using plugs to charge their devices. Rusin Electric will put lock boxes on all tree outlets.

Pavers: Brick Paver Reset in various Areas - Main St – Have been completed by Balitano.

Holiday Décor: Holiday Planters/Bus Stops will be done by our team in house. 3D Holiday motifs for district should be delivered by middle of November. In addition, we will be decorating the Fort Lee Commons for the Holiday Season.

Beau Stanton Mural-1633 Palisade Ave.- Completed 10/14/23.

Marketing:

Upcoming Events: D. Glennon

Restaurant Week: We had over 41 businesses participate. Positive feedback from majority of restaurants. We also had 6 videos recorded for restaurants to use during RW as well as a separate video for each restaurant to use after RW.

FalloWeen: Scheduled for 10/26/24 in Be Fort Lee Park. 12pm-3pm. We will also be having our first annual Scarecrow pole decorating contest. Winners to be announced at Fall O Ween.

Night Market: We are planning to have an Artisan Market at Night Market in The Fort Lee Commons on Main St.- on 12/7-5pm-10pm. Marketing Committee is recommending a motion for this event for budget not to exceed \$15k. This will include media plan, music, décor, etc. We plan to have over 40 vendors. This event will be curated by BDA Marketing Committee and Main St. Pops. In addition, El Asadero has applied for a permit with State of NJ to sell alcohol on premises.

MOTION for Night Market Budget not to exceed \$15k: R. Starace, Second by: J. Cervieri

Santa Saturday: Scheduled for 12/14/24 in new park- Fort Lee Commons. A. Yook is looking into a children's choir for this event.

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:

Board discussed the purchasing of food at the BDA board meetings. It was agreed BDA will put funds to the side for a team building dinner/off site meeting at the end of the year instead of ordering food for meetings going forward.

**Adjourn: MOTION: to adjourn at 5:30pm J. Cervieri, Second by: R. Starace Approved
Next Meeting November 20, 2024 6pm**