

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
September 18, 2024**

Call to order: 6:04pm

Present: Francheska Bezema, Ken Bruno, Luis Franco, Denis Glennon, Kathy Lee, James Liu, Frank Patti, Ashley Yook

Absent: Councilman Joseph Cervieri, Kiky Kim, Michael Park, Councilman Harvey Sohmer, Denise Sokolich, Mayor Mark Sokolich, Romina Starace

Also Present: Natalie Chape'

**Minutes: MOTION to approve August Minutes: D. Glennon Second by: A. Yook
F. Patti and J. Liu- abstained (they were not in attendance at the last board meeting)**

Treasurer's Report

Ending Balance as of August 31, 2024, is \$462,808.28-Money Market. The interest earned for the month of August is \$ 1,449.00. A. Yook advised the board of a line item from 2018 on aging report in amount of \$ 250. 00 - **N. Chape'** will contact Quick Books to clear up. In addition, Quality Chevy invoiced will be matched with payment. Lastly, Maserati and Ferrari will be contacted to collect payment from car show and we will send an official letter to Polestar from last years car show sponsorship that remains unpaid (out of business). All checks will require 2 signatures going forward and debit card transactions will have an invoice attached for approval as well.

MOTION to approve the Financials: F. Patti, Second by: D. Glennon

Presidents Report: **K. Bruno**

Next month board meeting time change: Exhibit "Faces of Fort Lee" taking place next month on board meeting date (10/16). **K. Lee** has asked if we can have the board meeting changed from 6pm to 5pm so that the board can head over to The Barrymore for the exhibit after the meeting. The board agreed and accepted the change for the October meeting.

Committee Reports

***Visual Capital Improvements:* N. Chape'**

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. 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.

Pavers: Brick Paver Reset in various Areas - Main St – Specified. Scheduled to be started tomorrow (9/19)

Tree Trimming on Palisade: Reliable Tree completed (9/18)

Fall & Holiday Décor: Fall Planters started by Metro. Bus Stops being decorated as well this week. Holiday Planters will be done by our team in house. We were able to purchase items needed from Hobby Lobby @ approximately \$ 90 in material plus labor. 3D Holiday motifs for district should be delivered by end of October.

Beau Stanton Mural-1633 Palisade Ave.- Scheduled to be started on 10/9 and completed by 10/14.

Supplemental Cleaning (Weekends): We currently have our own cleaning team here in house- Victor Hernandez and Rich Portela. They are responsible for maintaining common areas of the district on weekends. Board agreed district is looking much better with extra cleaning. Board discussed sending letters to businesses going forward that are not taking care of the front of the stores.

46 Bridge Maint.- Balitano went over there (no charge) and did extra cleaning and mulching to get that area. Board agreed it looks much better in that area. Board would like to get an estimate for the 4th area there that is privately owned, to get turfed. We could offer to split it with them if possible.

Locks for Trees: **M. Maresca** reached out to Rusin electric re: the locks for the power to the trees to help minimize people unplugging trees. We received a quote of \$ 31 per tree lock there are 60 trees.

MOTION to approve purchase of the tree locks and installation from Rusin Electric @ \$1,900: F. Patti, Second by: A. Yook

Streetscape: We briefly discussed the streetscape project on Palisade. Board decided we will meet with **M. Maresca** and **R. Starace** and go over what areas and what exactly is to be included in BID. – tabled for now.

Additional Be Fort Lee signage: **D. Glennon** added- We met with company (CAD Signs) that created our Be Fort Lee installation... we asked them to get us a few estimates... #1- Refurbish existing sign. #2 - portable Be Fort Lee sign (two size options ¾ of the size of existing sign and ½ size of existing sign). #3 – (3) additional Pylon signs (like the one by 46 Bridge) for 3 entry ways to town. Will update the board with more information as it becomes available.

Marketing:

Upcoming Events: D. Glennon

Restaurant Week: Began on 9/16 and will go through 9/29. We have over 41 businesses signed up. We have also partnered with The Barrymore who will have 2 food related film screenings during RW.

Music in the Park: is scheduled for 9/20 & 9/28- Saxophonist 5pm-10pm starting in Be Fort Lee park and strolling throughout the district.

Artisan Market: last 2 months market were very rainy, unfortunately, we lost many vendors as a result. October is next and last one for the season (1st Sat of each month) Be Fort Lee Park. We will also have a section for our local artists at the market and we will call it art row.

FalloWeen: Scheduled for 10/26/24 in Be Fort Lee Park. 12pm-3pm

Santa Saturday: Scheduled for 12/14/24 in new park- Fort Lee Commons

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. We are in the early planning stages here but will have more information next month.

Old Business:

Park Opening: Looking like end of October.

New Business:

**Adjourn: MOTION: to adjourn at 7:33pm A. Yook, Second by: D. Glennon Approved
Next Meeting October 16, 2024-5pm**