

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
April 16, 2025**

Call to order: 6:02pm

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

Absent: Luis Franco, Frank Patti

Also Present: Natalie Chape'

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

Treasurer's Report

Register Balance as of March 2025 is \$ 709,659 Account Ending 1189- this balance includes assessment #1 in the amount of \$ 395,054.66. The interest earned for the month of March is \$ 1,809.

MOTION to approve Financials through March 31, 2025: J. Cervieri Second by: D. Glennon

Presidents Report: **K. Bruno**

Streetscape Project- Palisade Ave: Project has been completed.

Committee Reports

Visual Capital Improvements: R. Starace

Spring Flowers: We have installed fake flowers near the FL Commons just for the Easter Holiday. Once the real flowers and plants are ready, we will plant. Bus Stops have been decorated for spring. Most of the board has expressed their desire for real flowers vs. fake ones in the planters.

Tree Trimming: All trees along Main St. have been trimmed. We will contact Reliable Tree for a quote for Be Fort Lee Park.

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Marketing:

Events Update: D. Glennon

Customer Appreciation Month: Promotion videos have been sent out to businesses. We will do another wave of emails next week. We will be sure to include the stakeholders in the emails going forward. In addition, stores will be visited once again with information on promotion. Promo ends 4/30/25.

Dinner and a Movie: BFC has contacted BDA to collaborate once again on a Dinner and a Movie series with Pitch Perfect on April 19th. BDA will purchase a \$10 for each ticket purchased.

Artisan Markets: Artisan Markets kick off on May 3rd with a Mother's Day Theme. Global Children Foundation will also be setting up a few stands on Hudson St.

Music in the Park: Will begin in June in the Fort Lee Commons. We plan to begin the series with K. Kim's contact on June 21st.

Concours on the Palisades: Moving along with planning for this event. We are in need of sponsors and vehicles. We will be adding a few themed vendors to the show-to a section called "Auto Mall".

Old Business:

New Business:

Visions Media Marketing asked to attend the May Board meeting.

**Adjourn: MOTION: to adjourn at 7:00pm R. Starace Second by: A. Yook Approved
Next Meeting May 21, 2025 6pm**