

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
August 20, 2025**

Call to order: 6:04pm

Present: Ken Bruno, Councilman Joseph Cervieri, Denis Glennon, Kathy Lee, James Liu, Frank Patti, Councilman Harvey Sohmer, Denise Sokolich, , Mayor Mark Sokolich, Romina Starace

Absent: Francheska Bezama, Kiky Kim, Luis Franco, Taehyo Michael Park, Ashley Yook

Also Present: Natalie Chape', Michael Maresca

Minutes:MOTION to approve June Minutes: R. Starace Second by: J. Liu

Abstained: F. Patti, J. Cervieri

Treasurer's Report:

The register balance as of July 2025 is \$213,128.35 (Account Ending 1189). This balance includes \$532.77 in interest earned for the month of July. Upon receipt of the assessment check in August, the committee will review CD investment options.

MOTION to approve Financials through July 31, 2025 J. Cervieri Second by: R. Starace

Presidents Report: **K. Bruno**-Nothing to report at this time.

Committee Reports

Visual Capital Improvements: R. Starace

Tree Lighting Update:

The spotlights and protective tree cages we previously discussed are currently being tested on a single tree in Be Fort Lee Park. String Lights for Main St. are on order as well.

Plantings for Barrymore: We have contacted the Barrymore asking if they would be able to split the cost of \$8k for us to plant trees on the small island that's there. Not heard back yet. Will also check in with Francheska at the Modern re: the water source there.

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Utility Box Wrapping: We will start with the box at the Fort Lee Commons and the BDA will cover the cost of that. We are working with ABC imaging on this project.

Romina is working with Rich and Natalie on Fall/ Holiday Décor as well.

Marketing:

Events Update: D. Glennon

Artisan Markets:

The Night Market was a tremendous success, with strong attendance throughout the evening and great results for all of our vendors.

Looking ahead, one improvement we're planning for next year is to shift the market hours to 5 PM–10 PM. We hope this change will enhance the nighttime atmosphere and better reflect the spirit of the event.

Our September Market will take on a “Back to School” theme. We’re excited to explore a partnership with Connect One Bank to provide free backpacks to local FL students during the event.

Music in the Park:

This month, we had the pleasure of welcoming a Brazilian Jazz Band to the park. It was a beautiful evening, and the event drew a great crowd, with approximately 60–80 people in attendance.

Restaurant Week:

Restaurant Week is scheduled for September 15–28. The program will include a select list of participating restaurants within the district and will also be open to restaurants outside the district for a small participation fee. We are hoping to have a RW Kick off event where we will invite restaurant chefs to have tasting give aways and music in the Fort Lee Commons. Sign ups will begin tomorrow for RW program. At this time, we will also gauge interest in the participation for kick off event.

Fall O’Ween:

The event is scheduled for October 25 and will include new elements, such as a children’s costume parade, in conjunction with the annual scarecrow contest.

December Events:

Planned December programming includes the Holiday Night Market, Santa Saturday, and the continuation of the gift card program.

Old Business: N/A

New Business: N/A

**Adjourn: MOTION: to adjourn at 6:37pm R. Starace Second by: K. Bruno
Approved. Next Meeting September 17, 2025 6pm**