

**Board Meeting of the Trustees  
Fort Lee Improvement District Corporation  
DBA: Business District Alliance (BDA) of Fort Lee  
Annual Meeting-Location: In Napoli  
February 19, 2025**

Call to order: 6:05pm

Present: Councilman Joseph Cervieri, Kiky Kim, Denis Glennon, Kathy Lee (zoom), James Liu Michael Tao Park, Councilman Harvey Sohmer, Denise Sokolich, Mayor Mark Sokolich, Romina Starace

Absent: Francheska Bezama, Ken Bruno, Luis Franco, Frank Patti, Ashley Yook

Also Present: Natalie Chape', Michael Maresca, Edward Young

**Minutes: MOTION to approve January minutes: R. Starace Second by: J. Cervieri**

**Treasurer's Report**

Register Balance as of January 2025 is \$ 564,306.35 Account Ending 1189. The interest earned for the month of January is \$ 1,351.48.

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

**Presidents Report: D. Glennon**

*Streetscape Project- Palisade Ave:* The Borough went out to bid for the streetscape project that has been discussed for quite some time... The revised bid from Reggio (previously sent to board) which includes Palisade Ave.(one side of the street) from Main St. to Skippy's Car wash and Whiteman St. (both sides of the street) is \$563k. Borough will handle the electric approx.. \$150k as well as adding more trees on Palisade to add to the existing 5 that are currently there. There was much discussion about this. The BDA board members present would like to see the BDA spend capital improvement money on this project, doing so will mean budget will have to be revised.

**MOTION to approve Reggio Constriction Co. to perform the Palisade Ave. Paving project in the amount not to exceed \$570k-monies to come out of BDA Capital Improvement Fund: R. Starace, Second by: J. Cervieri.**

*2025 Draft Budget:* 2025 Budget presented to the board (previously emailed as well) ... Discussed line by line, it was decided the budget be redone being that the above project was approved. Will present new Budget at March meeting.

*ABC Imaging Visit:* A company recommended to us by K. Bruno.... a few board members were invited to visit the faculty of this printing/design warehouse in Carlstadt. This company has bid on the refurbishment of the Be Fort Lee Sign as well as additional signage in Fort Lee. Will be recommending we use them for wrapping of utility boxes as well when the time comes.

## **Committee Reports**

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

*Tree Lights:* The Branding Committee recommends we contract Christmas Designers to remove the lights on Main St. This is something that needs to get done soon, before tree trimming. We are waiting for a quote from someone Sam has contacted to replace the lights to pixel lights that can be color changing and controlled from main panel box.

**MOTION to approve Christmas Designers to remove the tree lights on Main St. from Center-Lemoine Ave. \$ 2k: K. Kim Second by: J. Liu**

*46 Bridge Mural:* Branding Committee recommends we contract Imperial Cleaning to power wash the 46 Bridge mural. The proposed cost for this is \$ 675. We will need toad spikes to keep pigeons away first.

**MOTION to approve Imperial Cleaning to power wash the 46 Bridge mural in the amount of \$675: J. Cervieri Second by: D. Glennon**

*Balitano 46:* Balitano has submitted a proposal and a 3D design sketch for the 46 Bridge areas we care responsible for. His design was presented and previously sent to the board for review. His quote for this is \$ 18,900.

**MOTION to approve Balitano Landscaping to revamp the 46 Bridge (3 corners) in the amount of \$ 18,900 (does not include maint. For the year) J. Cervieri, Second by: D. Glennon**

*District Cleaning:* We have received 2 quotes for the supplemental cleaning of district for the year. Balitano would approx. run us \$80k per year and Imperial came in at \$ 38k per month. After board discussion, the board would like to remain with their original decision of keeping our in-house team as we've been doing since 2024.

*Spring Flowers:* We presented the board with a sample planter of fake flowers. Board decided that we would use both fake and real in the planters with the existing flowers we have in storage. We will not be doing the flowers on the poles this year. Plantings will be done before Easter.

### ***Marketing:***

#### **Events Update: D. Glennon**

*Give Love Get Love Gift Card Promotion:* Our annual gift card promo did very well. We had double the participating stores than we had last year (24). As always, this promotion is our most successful retail promo.

*Dinner and a Movie:* We partnered with the BFC on a VDay movie screening (Ghost). The offer was: Purchase was 2 movie tickets for the price of \$20, get \$25 gift card from any of the 5 (pre selected BDA businesses). 48 tickets were sold. Restaurants were very satisfied. We look forward to more promotions like this with BFC.

*Artisan Markets:* Main St Pops proposal in the amount of \$30k for 6 markets. Markets will be held the 1<sup>st</sup> Sat. of each month beginning in May. No July or November market. August is a night market and December is a Holiday night market.

**MOTION to approve Main St. Pops for the Artisan Markets (6 markets) \$30k: R. Starace, Second by: J. Cervieri**

*Be Fort Lee Sign Refurb:* We have 2 proposals for the refurbishment of the Be Fort Lee sign. One from CAD Signs and one from ABC Imaging. Both in the range of \$37k. K. Kim will also send us one more company that we can look into for a proposal. Board would like to approve the sign refurbishment in the amount not to exceed \$38k as long as we have the proposal from the company K. Kim recommends. Branding Committee recommends we move ahead with CAD signs being that they were the original manufacturers of the sign.

**MOTION to approve the sign refurbishment in the amount not to exceed \$38k with vendor to be determined after we get the last proposal mentioned above: R. Starace, Second by: J. Cervieri**

**Old Business:**

*E- Bike delivery driver station:* No update.

**New Business:**

**Adjourn: MOTION: to adjourn at 7:28pm J. Cervieri second by: R. Starace Approved  
Next Meeting March 19, 2025 6pm**