

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
Annual Meeting-Location: In Napoli
January 15, 2025**

Call to order: 6:00pm

Present: Francheska Bezama (zoom), Ken Bruno (zoom), Councilman Joseph Cervieri, Luis Franco (zoom), Kiky Kim, Denis Glennon, Kathy Lee (zoom), Michael Tao Park, Frank Patti, Councilman Harvey Sohmer, Denise Sokolich, Mayor Mark Sokolich (zoom), Romina Starace (zoom), Ashley Yook

Absent: James Liu

Also Present: Natalie Chape'

Minutes: MOTION to approve December minutes: R. Starace Second by: A. Yook

Treasurer's Report

Register Balance as of December 31, 2024 is \$ 620,076.64-Account Ending 1189. The interest earned for the month of December is \$ 1,457. Maserati and Ferrari continue to be contacted to collect payment from car show as well as Polestar. MM account closed. Effective Jan. 1, 2025 debit card has been closed. BDA applied for a Connect One Bank Credit Card. A. Yook is also setting up business Zelle Account through Connect One. Auditor is working on 2024 tax return. 2023 Audit has been completed. 2024 will be started beginning of this year. There is an IRS penalty and the auditor/accountant has filed for that fee to be waived. 1099 forms will go out by the deadline of 1/31/25. 2025 Budget meeting is next week with the Executive Board.

MOTION to approve Financials through December 31, 2024: F. Patti Second by: J. Cervieri

Presidents Report: **K. Bruno**

ADA Lawsuits Update: It has been brought to our attention there is someone who is working with a law firm based out of Florida that is filing complaints against businesses in Fort Lee that are in some way not ADA compliant. There are 22 in total and 3 in our district that have been directly affected. The Chamber hosted an information session with an attorney present and in addition the BDA has notified all businesses in the form of a letter, of the issue at hand and has advised them they should contact an ADA officer to be sure their business is in compliance. If they have been sued, they have been advised to retain an attorney. Both organizations are working diligently to provide the businesses with informational support as it becomes available.

Streetscape Project- Palisade Ave: The Brough went out to bid for the streetscape project that has been discussed for quite some time... The current bid that they have is \$350k for the Greek to Me side of Palisade. The distance is from that Corner of Main St. to Greek to me. It is for sidewalks/curbs/concrete and electric. There was much discussion about this. The board would like to see an estimate for work on the entire street, not to stop in the middle of the block. After this number is received, the board will readdress. There are some members who feel it is not BDA responsibility to fix sidewalks. This will be discussed further at the next meeting.

Committee Reports

Visual Capital Improvements: R. Starace

Tree Trimming: Reliable Tree has submitted a proposal to trim the trees on Main St. from Center to Lemoine. The proposal for this is \$8k and the work will be done beginning of March.

MOTION to approve Reliable Tree- \$8k: F. Patti, Second by: M. Sokolich

Tree Lights: We are working on getting estimates from companies that will replace our tree lights to convert them to pixel lights. Although this is a much more expensive undertaking, it will allow us to control the lights/colors. These are the lights used in the Community Center. We are working closely with Sam who is guiding us on what to look for in the proposals. He is also getting us a proposal from someone who is highly experienced in these types of set ups.

K. Bruno will also send us someone to contact for a quote.

V Day Decor: We will be decorating very little for Valentines day but enough for it to make a sweet visual pop in the Commons.

Balitano 46: We are waiting on a quote from Balitano to really elevate the 3 corners of the 46 Bridge area. We are looking for more color, more flowers, greenery in that area. In addition, he will send us a quote to turf the one side that is privately owned. It has been discussed in the passed that if affordable, perhaps we can pay a portion of it, if the property owner agrees to pay the balance. More to come on this.

Shipping Container: We have looked into purchasing a shipping container for the BDA storage. We currently have 2 units at the Charlton, however, our inventory is growing and we are running out of space. We have a few estimates for containers ranging from 4k-35k. There have been concerns about temperature and lighting. After some discussion: A. Yook has offered a temporary storage for our 2 bigger items that the DPW is currently holding onto for us. She is able to offer this to the BDA at no cost for 1-1.5 years. The BDA is so grateful for her generosity. In the meantime, we will continue to explore a more permanent solution.

Marketing:

Events Update: D. Glennon

Holiday Gift Card Promotion: Our annual gift card promo did very well. We had over 60 stores participating. As always, this promotion is our most successful retail promo.

2025 Promotion Plan: **N. Chape' & D. Glennon** took the board through the 2025 promotion plan which had been previously sent to the Board for review

Old Business:

New Business:

F. Patti asked that our committee meetings be held on a recurring basis monthly. Same day/Same time (after 1:30pm is the preference). To be discussed.

Adjourn: MOTION: to adjourn at 7:32pm K. Bruno second by: K. Lee Approved
Next Meeting February 19. 2025 6pm