

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
June 18, 2025**

Call to order: 6:02pm

Present: Ken Bruno, Councilman Joseph Cervieri, Kiky Kim, Denis Glennon, Kathy Lee, James Liu, Councilman Harvey Sohmer, Denise Sokolich, Romina Starace

Absent: Francheska Bezama, Luis Franco, Frank Patti, Mayor Mark Sokolich, Taehyo Michael Park, Ashley Yook

Also Present: Natalie Chape', Michael Maresca

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

Treasurer's Report:

The register balance as of May 2025 is \$307,867.36 (Account Ending 1189). This balance includes \$888.19 in interest earned for the month of May. Upon receipt of the assessment check in August, the committee will review CD investment options.

MOTION to approve Financials through May 31, 2025 J. Cervieri Second by: J. Liu

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

Committee Reports

Visual Capital Improvements: R. Starace

Tree Lighting Update:

The committee determined that spotlights are the best option for the trees along Main Street, at an estimated cost of approximately \$50,000. The Borough would cover the labor costs. A challenge remains with PSE&G, as they do not permit electronic equipment to be installed on their poles. Sam will explore lighting options that can draw power directly from the trees, as well as potential new color-changing lights, and report back.

Hudson Lights Lighting:

Spotlights are not feasible in this area due to insufficient power supply. The committee will contact Kristen for pricing on expandable light strands specifically for Hudson Lights Park. Additional updates will follow.

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Utility Box Wrapping:

Mayor Mark contacted the committee regarding the next steps for utility box wraps in the district, noting that the Borough may cover the cost for any located in the Fort Lee Commons. Romina and Natalie met with ABC Imaging, who provided pricing as follows: preparation and measuring at \$350 per box, and wrapping between \$1,080 and \$2,200 depending on box size. For image swaps, the cost would be the same as wrapping, minus the \$350 prep fee. There are approximately ten boxes throughout the district. The committee suggested selecting a greenery

image that would remain appropriate year-round. The Board requested that Romina, Natalie and Ken return to ABC Imaging to clarify measuring costs and obtain more detailed pricing

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

Marketing:

Events Update: D. Glennon

Artisan Markets:

The Father's Day themed market had a strong turnout with a good number of vendors, all of whom reported doing well despite the weather. The next market will take place in August and will serve as our first Summer Night Market, which the committee is looking forward to launching. Additional markets are planned for September and October.

Music in the Park:

The Bae Band, recommended by Kiky, will open this Friday. Following their performance, Pure Bliss Yoga will host a free Music in the Park session, which will coincide with the summer solstice. On July 11, San Simon will perform Afro-Cuban Salsa in the Commons.

Welcome Packet:

All elements of the Welcome Packet have been completed, and the final product is comprehensive. A draft will be sent to the Board for review prior to printing.

Social Media Plan:

A new social media plan has been developed in collaboration with our agency, once finalized the committee will provide an update.

Concours on the Palisades:

Planning for this event continues to progress. We currently have 76 cars registered, with a target of approximately 120. BMW North America has confirmed participation, and efforts are underway to secure additional BMW entries. The committee is also partnering with the Barrymore Film Center to present the BMW film series *The Hire*. Tickets will be free, and we are seeking a sponsor for this component. Additionally, a new Bronze sponsorship level (\$250) has been introduced for individuals and businesses outside the district. District businesses may also participate by submitting their logos, with sponsorship fees waived.

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.

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 6:25pm J. Cervieri Second by: K. Kim Approved
Next Meeting August 20, 2025 6pm