

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

Call to order: 6:05pm

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

Absent:, , Frank Patti, Romina Starace

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

**Minutes: MOTION to approve February minutes: J. Cervieri Second by: K. Kim**

**Treasurer's Report**

Register Balance as of February 2025 is \$ 518,812 Account Ending 1189. The interest earned for the month of February is \$ 1,078.

**MOTION to approve Financials through February 28, 2025: J. Cervieri Second by: D. Glennon**

Presidents Report: **K. Bruno**

*Streetscape Project- Palisade Ave: Project has begun on Palisade Ave. Reggio Construction has approx. 10 days left to complete.*

*2025 Draft Budget: Revised 2025 Budget presented to the board (previously emailed as well) ... Discussed line by line. Board approved draft budget as presented.*

**MOTION to approve 2025 Draft Budget as presented to the board: J.Cervieri, Second by: K. Bruno**

**Committee Reports**

*Visual Capital Improvements: N. Chape'*

*Tree Lights:* Lights have been removed from all trees on Main St. from Center to Lemoine Ave. Trees ready to be trimmed.

*Spring Flowers:* All spring plantings/decor including the 46 Bridge are scheduled to be completed before Easter, weather permitting

*Tree Trimming:* to be completed within the next 2 weeks.

## ***Marketing:***

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

*Be Fort Lee Sign Refurb:* BDA has decided to table the refurbishment of the sign until after the 2025 Holiday Season due to budgetary reasons.

*Vision Media:* **D. Glennon** presented the new Vision Media contract to the board (previously emailed). We have agreed on new terms for an increase of approx. \$2k. New contract amount effective April 2025 will be \$ 7k. Board would like to see social media enhanced. Board would also like to have Visions team attend one of our future board meetings, in addition to a year end presentation to be requested from Visions Media.

### **MOTION to approve Vision Media contract in the amount of \$7k per month: J. Cervieri, Second by: K. Kim**

*Customer Appreciation Month:* To make this promotion more clear to our businesses, we have asked M. Park to send us a video in English and one in Korean explaining the promotion. In addition, we have decided to change this from week to month. Hoping to get more participation this way.

*Dinner and a Movie:* BFC has contacted BDA to collaborate once again on a Dinner and a Movie series with Pitch Perfect on April 19<sup>th</sup>. Details for this are still in the works, however BDA is excited for Dinner and a movie next month.

*Artisan Markets:* Artisan Markets kick off on May 3<sup>rd</sup> 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.

*Concours on the Palisades:* Moving along with planning for this event. We are in need of sponsors at this time. BDA Board has asked for hard copies and digital copies of the sponsorship packets.

### **Old Business:**

### **New Business:**

**Adjourn: MOTION: to adjourn at 7:11pm J. Cervieri second by: A. Yook Approved  
Next Meeting April 16, 2025 6pm**