

**Board Meeting of the Trustees
Fort Lee Improvement District Corporation
DBA: Business District Alliance (BDA) of Fort Lee
May 21, 2025**

Call to order: 6:03pm

Present: Francheska Bezama, Ken Bruno, Councilman Joseph Cervieri, Luis Franco, Kiky Kim, Denis Glennon, James Liu, Taehyo Michael Park, Denise Sokolich, Romina Starace, Ashley Yook

Absent: Kathy Lee, Frank Patti, Councilman Harvey Sohmer, Mayor Mark Sokolich

Also Present: Natalie Chape', Visions Marketing Team-Phil, Heidi, Jillian

Minutes: MOTION to approve April Minutes: J. Cervieri Second by: A. Yook

Treasurer's Report

Register Balance as of April 2025 is \$ 425,325 Account Ending 1189- this balance includes aThe interest earned for the month of April is \$ 954.53. Call and email letters to Polestar and Wide world for past due balance. If we do not get a response by next month, we will contact Borough attorney to send a letter on our behalf. In August after we receive the assessment check we will look into a CD.

MOTION to approve Financials through April 30, 2025: J. Cervieri Second by: D. Glennon

Presidents Report: **K. Bruno**

Visions Media Marketing: Visions Media Marketing attended the meeting in person to introduce themselves and their team. They provided an overview of their strategic plan for the BDA for the upcoming year, including their social media strategy. In addition to presenting their current initiatives, they shared that they will be implementing several new ideas and suggestions presented by the board.

Committee Reports

Visual Capital Improvements: R. Starace

Spring Flowers: All spring plantings are planted throughout the district.

Tree Lights: We are currently exploring two options for lighting the trees throughout the district. The first option involves using higher-quality light strands; we are awaiting a quote from Christmas Design Decorators for this approach. The second option is uplighting, similar to what is currently installed at the Community Center. We are in ongoing discussions with Sam to gain his expertise and guidance on this option. Further updates will be shared at the next meeting

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Marketing:

Events Update: D. Glennon

Artisan Markets: May 3rd was the kickoff to our first Artisan Market, and it was a beautiful day. Vendor selection was nicely aligned with the Mother's Day theme. We also had Ashley and the Global Children Foundation with an activation at the market. Live music and dance were a great addition. We're looking forward to the rest of the markets this summer.

Music in the Park: Will begin in June in the Fort Lee Commons. We plan to begin the series with K. Kim's contact (Dr. Bae) on June 21st 5pm-7pm. We will tie in summer solstice with this event.

Concours on the Palisades: Moving along with planning for this event. We are in need of sponsors and vehicles. Also adding new level of sponsorship (bronze) \$250. In addition, we are offering businesses in district an opportunity to have their logo on our website for no charge.

Fall O Ween: We are excited to announce that we will be adding a parade to the event this year that will take place on Hudson St. More details to follow.

Old Business:

New Business:

Adjourn: MOTION: to adjourn at 8:03pm J. Cervieri Second by: K. Bruno Approved
Next Meeting June 18, 2025 6pm